

Contacts

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JULY
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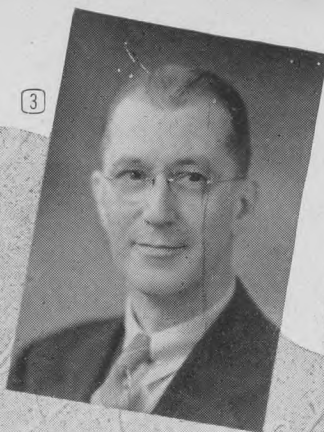
THE T. EATON CO. LIMITED
WINNIPEG CANADA



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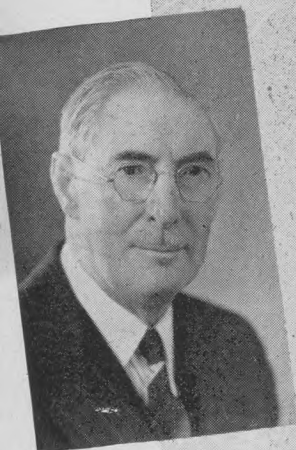
Old Timers!

Old-Timers Still Active with the Company Who Were with the Winnipeg Store Prior to the Opening Day

- (3) **Mr. L. J. Blundell**, head of department, drapery workroom.
- (9) **Mr. H. Keough**, store manager, Saskatoon.
- (5) **Mr. A. C. McFetridge**, group manager, mail order draperies and furniture.
- (7) **Mr. H. B. McGregor**, head of department, mail order women's shoes.
- (4) **Mr. A. Wharton**, head of department, mail order exchange investigation.

More Old-Timers Who Were with the Company in Toronto When the Winnipeg Store Opened, and Who Later Were Transferred to Winnipeg

- (1) **Mr. J. P. Ellis**, head of department, city advertising.
- (2) **Mr. F. Carpenter**, merchandise office representative, 6th and 7th floors.
- (8) **Mr. W. Russell**, men's furnishings, store.
- (6) **Mr. J. R. Scott**, assistant, general stock, Alexander Avenue warehouse.



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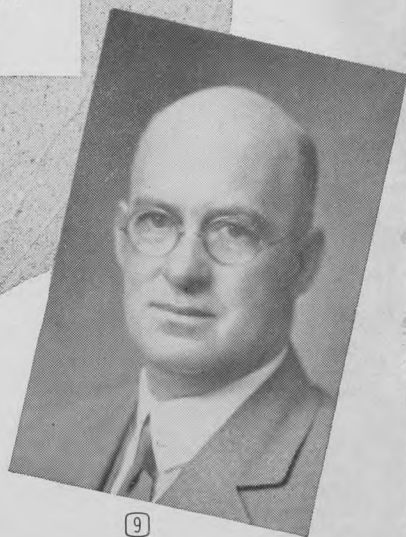
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CONTACTS

JULY, 1947



OUR BEST JULY FIRST EVER!

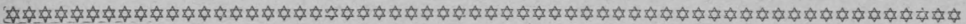
FLASH! STOP PRESSES!

Eatonians Given Thrilling Holiday Week-End!



Eaton's Will Close
Saturday Afternoon, June 28th
UNTIL
Wednesday, July 2nd at 9 a.m.

Eatonians have a splendid week-end before them in marking Dominion Day. The parks, the beaches and all the sports are calling. Get out into the fresh air and sunshine, or rest up in the shade . . . but above all, have fun — that's what a holiday's for!



Our Forty-Second Anniversary

July 17th, 1947

Blue and gold pennants, resplendent with the diamond ♦, flutter against an azure sky. Salesgirls proudly hold their heads a little higher than usual, occasionally glancing down with smiling pride at the ribbons pinned to their dresses. Customers and employees alike are wearing holiday looks.

Yes, the months have quickly slipped away, every minute crammed to the brim with busy store activity, and before we know it July has come again to add another candle to the Eaton's Winnipeg store birthday cake.



"DEAR DRIVER"

Today my daughter, who is seven years old, started off to school as usual. She wore a dark blue dress with a white collar. She had on black shoes and wore blue gloves. Her cocker spaniel who's name is "Scoot" sat on the front porch and whined his canine belief in the folly of education as she waved "goodbye" and started off to the halls of learning.

Tonight we talked about school. She told me about the girl who sits in front of her—the girl with the yellow curls—and the boy across the aisle who makes funny faces. She told me about her teacher who has eyes in the back of her head—and about the trees in the school yard—and about the big girl who doesn't believe in Santa Claus. We talked about a lot of things — tremendously vital unimportant things; then we studied spelling, reading and arithmetic and—then to bed.

She's back there now—tucked up in bed—sound asleep, with "Princess Elizabeth" (that's a doll), cuddled in her right arm. You guys wouldn't hurt her, would you? You see, I'm her mother. When her doll is broken or her finger cut, or her head gets bumped, I can fix it—but when she starts across the street, then she's in your hands.

She's a nice kid. She can run like a deer and dart about like a chipmunk. She likes to swim and bike with me on Sunday afternoon. But I can't be with her all the time—I have to work to pay for clothes and her education. So please drive slowly, especially past the schools and intersections—and remember that children run from behind parked cars.

Please don't run over my little girl.

(Reprinted from "Northern Lights")

"LETTERS OF CREDIT"

Orchids to Mrs. Thomson, millinery department, for her high calibre of service which prompted this letter.

The Royal Bank of Canada,
F. O. L. Wicks, Esq., Russell, Man.,
Millinery Department,
The T. Eaton Co., Limited,
Winnipeg, Man.

Dear Sir—When one has a complaint to make, or something to return as "unsatisfactory," a letter is soon winging its way to The T. Eaton Company. My own dealings with the Company have always been most pleasant, so I thought a word of appreciation re the little hat you made for me in your model shop would not be out of order. It is exactly what I ordered, beautifully made and finished and (so I think) most becoming. I would like your Mrs. Thomson, who took the order and the measurements, etc., to know that the hat was satisfactory.

Thank you very much.

* * *

Tribute From a Dutch Mother!

"A Gracious Gesture Is Never Forgotten"

During the winter when clothing conditions were in a bad state, especially for Dutch children, several of our departments decided to contribute their time and talents towards layette making. As a result, we have the following letter, recently received by the yard goods department, from a grateful Dutch mother.

The employees of W233 department,
The T. Eaton Co. Limited,
Winnipeg, Canada.

Some months ago we were made glad by the birth of a daughter, Wenda named. You can understand what that means for us especially because it is our first baby.

The most difficult thing was to get baby clothes. How surprised we were when we received your parcel, you can hardly suppose.

Our Wenda will be proud of it when she hears in after years that her first baby clothes were made by our friends in Canada.

Our thanks for all you have done for our baby. We hope that you may receive this letter in good health and remain with our best wishes.

Family Burgers,
Bourieus St. 12
Arnhem, Holland.

RECENT APPOINTMENTS

Winnipeg

Department W102—Wages office:

MR. D. W. NEELANDS, head of department.

Calgary

Department C237—Men's, women's, children's shoes and rubbers:

MR. M. C. FERRIE, head of department.

MR. P. HUTCHINSON, first assistant.

Moose Jaw

Department MJ236 — Wash goods, silks, woollens, patterns, staples, linens:

MR. P. E. O'DELL, head of department.

Saskatoon

Department S236—Wash goods, silks, woollens, staples, linens, patterns;

Department S252—China and glassware:

MR. J. T. DICKSON, head of department.

MISS F. LAYCOCK, first assistant.

MISS M. VAN VEEN, signature.

Department S201—Gloves, hosiery, umbrellas, handkerchiefs and neckwear:

MR. J. F. GERECKE, head of department.

MRS. M. TREMBLAY, first assistant.

Red Lake, Ontario, Mail Order Office

MR. V. W. PETCH, in charge.

Career Girls, Then and Now

The last closing store bell echoed lonesomely through the long, shrouded aisles, while tardy salesgirls hurriedly straightened twisted stocking seams and gave a last-minute flick of powder to already perfect noses. With the click-click of retreating high heels fading into the distance, the store settled down to sleep.

"What a busy day," it murmured, stifling a yawn. "My goodness, I'm glad my birthday only comes once a year!"

The store yawned again and gazed around with pride at the posters and flags which had been placed in festive array throughout the building.

"Yep, all ready for tomorrow's big day. Well, I certainly don't feel forty-two years old, but then, I never do when July 17th rolls around. I feel as young as I did when I celebrated my first birthday. If I close my eyes, I can almost see the salesgirls of my youth, dressed in their high collars and long skirts! A lot of the girls and boys, I remember, came down from the Toronto store to help me run for the first year of my life and they must have liked me so much, most of them decided to stay on . . . my, was I proud!

"Those salesgirls were certainly efficient. They were trained to read human nature, and could show the customers what they wanted before they asked for it. The girls were always



Aprons Were a Chic Note in the 1905 Office

polite, but were never accused of bashfulness. They worked hard and always had a smile and a greeting for you. The salesgirls of today are not the only ones to be the life of the party the night before and show up at work as fresh and smiling as a daisy. Their sisters of 1905 were just as hep to dancing, even though jitter-bugging was yet unknown!"

The store smiled slowly. "Now glamour is the keynote of the salesgirl's makeup . . . and it's not a bad innovation. Comes five o'clock and the best dressed girls in the world pour out of my doors; each one wearing her hair in the latest Hollywood fashion, and exuding an alluring aura.

"But really, the girls haven't changed! And on my birthday the old seems to blend in with the new, making it a real 'Eaton's Anniversary'!"

Entirely Received This Letter with
the Enclosed Yellowed Ribbon
Pictured Below

*Sincerely,
S. Eaton
18/46*

*S. Eaton Co. Ltd.
Winnipeg, Man.*

Dear Sirs -

In turning out old boxes a week or two back, came across this ribbon in which I thought might be of interest, to know that Eaton's has been known to my family for some years now, longer than I can ever remember.

Just a passing thought of interest, that I felt should write you about.

Yours Truly,

Mrs. Chas. Hainsworth



THE "PERFECT" SALES CHECK COMPETITION

Will Be Held During

THE MONTH OF JULY

See Time Office Notice Board
for Further Information

EATON HOSTS AND HOSTESSES

At a meeting of Eaton's hosts and hostesses, Mr. B. C. Scrivener gave an inspiring address on the welcoming of our American summer visitors. Mr. L. Summers outlined the system and methods to be used in connection with the hostess cards.

EATON'S BIG STORE OPENS TO PUBLIC

Portage Avenue Establishment Flings Wide Its
Doors and Large Crowds Inspect Building--
Luncheon to Business and Public Men

Less than a year ago the first sod of the great Eaton department store on Portage avenue, was turned, and on Saturday afternoon the building, completed to almost the smallest detail, thoroughly stocked and ready to do business, was formally opened. When Timothy Eaton, president of the company, at 2.30 o'clock, pulled the bell, which was the announcement for the opening of the store for public inspection, everything was in its place, every clerk was at his post. Nothing, however, was for sale. It was a great "house party," with Mr. Eaton, his lieutenants, his staff of managers and his army of clerks as hosts.

All Winnipeg was on hand to pass approval upon the great enterprise. From the time of the opening until the closing hour, the building was filled with an admiring multitude. They swarmed over every floor, traversed the long aisles and wandered through the labyrinth of counters. Everything from the lunchroom on the fifth floor to the power house on Hargrave street was critically inspected. Nothing, though, but the most laudatory remarks were heard. And what else could they be, for it is one of the most complete and up-to-date establishments of its kind and size upon the continent. All the latest and most modern conveniences have been installed, while the stock itself is the best that can be procured.

The completion of the undertaking marks a new era in the history of Eaton's. It has been the policy in the past of the company to carry on all business from the Toronto establishment. It was only after long consideration that the management decided to depart from their traditions and branch out in the west. The directors, however, had unbounded confidence in the future of Winnipeg and the west, while their mail order business for western Canada had assumed such enormous proportions that it could not be satisfactorily handled in the Queen City. When it was decided to erect a Winnipeg establishment, the undertaking was pushed with characteristic vigor and enterprise. On July 27, 1904, the first sod was turned and in March of this year the first brick was laid, so that within less than a year the magnificent structure has been completed, furnished and stocked.

The Luncheon

Before the doors were thrown open to the public, a luncheon was served at 1 o'clock in the light and commodious restaurant on the fifth floor, to the prominent public and business men of the city and their wives. Addresses of welcome were given by Mayor Sharpe, Premier R. P. Roblin and D. W. Bole, M.P. Timothy Eaton responded on behalf of the company, heartily thanking them for their words of welcome. Grace was asked by the Rev. Dr. Sparling.

Mayor Sharpe extended to Mr. Eaton, as one of the greatest merchant princes on the continent, the welcome of the city. He was proud, he said, of the magnificent building the company had erected. It augured well for the future of the city and of the west. He wished the Eaton company every prosperity in this western country. He had

this great enterprise, and of having the privilege of extending to Mr. Eaton, a hearty welcome. The company, he said, need not fear for their capital invested, or that their energy and enterprise had been spent in vain. To show the extent of the country, he said while at Edmonton some two weeks ago, he was informed that there

company, Harry McGee, that this undertaking has been accomplished in so short a time. Today the store is stocked and ready for business, and it will now pass under the care of A. A. Gilroy, who has shown himself to be a thorough business man in Toronto, and we are satisfied that the same results will follow his efforts in Winnipeg.

Yesterday afternoon I came in here alone, to see if I could make any suggestions; but everything was so satisfactory that I found nothing to say, except "I am very much pleased."

I wish to thank the people of Winnipeg for the kind reception that we have met with.

When Harry McGee, to whose enterprise much of the credit for the speedy completion of the work is due, arose to make an announcement, he was heartily cheered and greeted with "He's a Jolly Good Fellow." He could not be induced to make a speech.

John C. Eaton, vice-president of the



TIMOTHY EATON

President and founder of the T. Eaton Company, Limited.

were two large roller mills 700 miles further north.

It was astonishing, he continued, to find an establishment of the extent of this one catering to a population considerably less than 1,000,000. It showed the faith of the company in the future of the west. The opening of this great store may at first, he said, to a certain extent, disturb existing business conditions, but so rapidly is the country growing and so extensive is the field that, he believed, there was ample room for all. In closing, he extended to Mr. Eaton a hearty welcome, and hoped that the enterprise would be crowned with the same success in Winnipeg as in Toronto.

Timothy Eaton's Address

Timothy Eaton, responding briefly on behalf of the company, said:

Less than a year ago the first sod was turned by J. C. Eaton, vice-president of the company. The first brick was laid early in March of the present year by Harry McGee, and today, less than four months from that time, the store, as you now see it, is completed and ready for business.

It is largely owing to the zeal and energy of one of the directors of the



THE T. EATON COMPANY,

company, was also called upon for a speech, but contented himself with thanking the citizens of Winnipeg for their welcome, pointing out that the management wished to open the door sharp on time. Mr. Eaton and the guests of honor retired to the elevator, where a gong was located. With watch in hand, Mr. Eaton waited, and as the hand pointed to the hour pulled, amid cheers, three times, the gong, which was the signal for opening the doors to the public.

The Guests

Those present at the table of honor were: Timothy Eaton and Mrs. Eaton, Premier R. P. Roblin, the Rev. Dr. Sparling, Chief Justice Dubuc and Mrs. Dubuc, the Hon. J. W. Sifton and Mrs. Sifton, J. C. Eaton and Mrs. Eaton, Mayor Sharpe, A. A. Gilroy and Harry McGee.

Nearly 325 were present at the luncheon. Among the invited guests were the following gentlemen: J. A. M. Aikins, K.C.; A. F. D. MacGachen, F. L. Patton, Col. T. D. B. Evans, C.B., D.O.C.; D. W. Bole, M.P., J. C. McRae, chief of police; the Hon. T. Mayne Daly, police magistrate; S. W. McInnis, M.P.P., William Whyte, vice-president of the C.P.R., A. Price, W. Cross, C. E. the Hon. J. H. Agnew, provincial treasurer; George Leary, F. D. McNaughton, deputy-minister of public works; H. E. Brockwell, J. R. Richardson, the Rev. Dr. Sparling, Prof. Patrick, the Rev. Dr. Bryce, the Rev. Father Drummond, the Hon. J. W. Sifton, J. W. Dafee, editor of the Free Press; E. H. Macklin, D. L. McIntyre, W. Sanford Evans, editor of The Telegram; W. J. Sanderson, W. L. Roblin, W. Garland Foster, R. L. Richardson, managing director of the Tribune; Knox Magee, H. Miller, F. W. Morse, F. M. Morse, E. Y. Eaton, J. C. Eaton, J. Knott, A. E. Ham, E. Taylor, George Craig and W. J. Hammond.

The Store

The new Eaton store, is a handsome five story structure of pressed brick with stone trimmings. It is lighted by forty-two show windows, with lights so arranged that with the assistance of reflectors, they display the goods almost as well by night by artificial light as by daylight.

The statistics of the amount of material used in the construction of the building will convey some idea of the extent of the structure. There were 6,000,000 pounds of iron; nearly 7,000 barrels of cement; over 1,000,000 bricks, and in the neighborhood of 2-

000,000 feet of lumber used in the building.

The foundations and the building generally has been constructed sufficiently strong to carry eight stories if necessary.

The store contains five and a half acres of floor space. The power house has 7,600 square feet, the storehouse 19,500 square feet, the delivery shed 9,710, and the private lanes 9,380 feet, making a total of 6.59 acres.

One thing that impresses itself even upon the most casual visitor, is the manner in which everything is systematized. The store is so compactly built and so conveniently arranged that it lends itself readily to the speedy handling and dispatching of goods and to the perfecting of a great business system. In the basement the system by which the employees are registered is very interesting. The employees all enter by the Donald street entrance directly to the cloak and hat room. Each employee has a number, and upon leaving the cloak-

room, registers on the card, corresponding to his or her number on the time register clock, the time of arrival and likewise upon leaving, the time of departure. By means of these cards, each employee's hours of work are easily reckoned. In the basement, also, are enormous store rooms for Adjoining it is a light and airy millinery work room.

Other Floors

The offices of the company are situated on the third floor, occupying nearly one-third of the space. Here is located the headquarters of the mail order department. The mail order business for all of western Canada will hereafter be handled through this department. The department has its own buyers, who give each order their personal attention; it is their duty to exercise the same care in buying goods for absent customers as they would for themselves. On this floor is also located the hardware, cut glass, crockery, harness, trunks, and



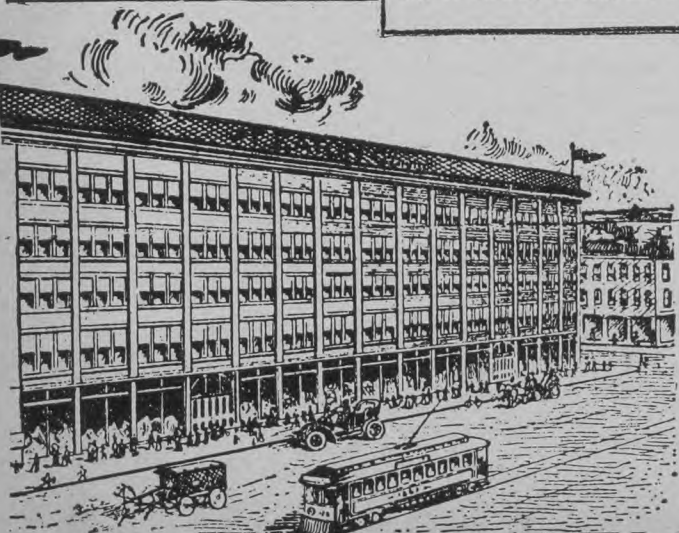
J. C. EATON

Son of Timothy Eaton, and Vice-President of the Timothy Eaton Company, Limited

leather departments. The grocery and butcher stores are located in the Donald street section of this department. This morning there will be given by experts eleven separate demonstrations of pure foods, when samples will be given away.

The fourth and fifth floors are devoted principally to house furnishings. On the fourth floor are to be found carpets, linoleums, rugs, wall papers, carpet sweepers, pictures, window shades, curtains, draperies, paints. In the Portage avenue section are handsome display rooms for showing off the effects of wall paper, pictures, rugs, carpets, etc. and a rest room for women on the second floor. Here tired customers or visitors may rest, write letters or meet friends. For visitors desiring to see the store, guides may be secured upon application at the general offices.

The great store which opened for business this morning, is one of which the citizens of Winnipeg, as well as the directors of the Eaton company may well be proud, for it has few peers on the continent, and is probably surpassed by none. The store opened this morning at 8 o'clock for regular business.



THE NEW EATON STORE, OPENED ON SATURDAY



Top Left—Mr. Wilson being congratulated by Mr. R. B. McIrvine.

Top Right—Three old-timers together: Mr. Wilson, Mr. N. McDonald (merchandise) and Mr. J. Stronach (mail order superintendent).

Lower Centre—Dave takes it easy in his new easy chair.

Mr. Dave Wilson Honoured on Fortieth Anniversary

On the morn of May 27th, our hero, Mr. Dave Wilson (signature) was greeted by a gaily decorated desk amidst numerous placards appropriately inscribed and announcing the completion of 40 years of continuous service with department 55. Roses, daffodils, carnations, all massed together in a riotous blaze of colour, formed an exciting background to the constant parade of well-wishers, and to the many letters and telegrams from Dave's friends throughout the store and mail order. Occupying the centre of attention on Mr. Wilson's desk, was a "loving" cup, suitably inscribed for the occasion; and for an added attraction, a box of cigars and chocolates.

Mr. R. B. McIrvine, head of department, in the absence of Mr. W. S. Crooks, supervisor, presented Dave with a handsome lounge chair with matching ottoman on behalf of the staff.

Also, to celebrate the occasion, the department held a surprise dinner party at the Empire

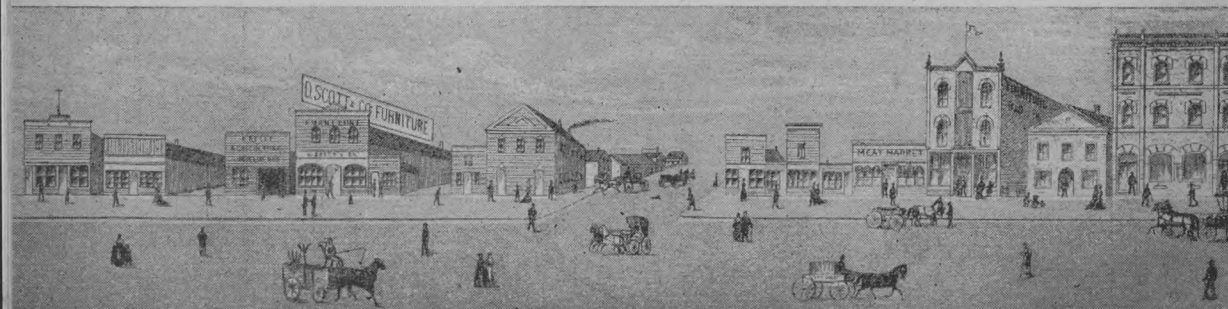
Grill for Mr. Wilson, where 60 members of the staff and their wives sat down at tables appropriately decorated, to partake of a delectable turkey dinner. Mr. McIrvine acted as master of ceremonies and directed the toasts drunk to the health and happiness of Mr. and Mrs. Wilson. A former supervisor of the department, Mr. Clarence Bennett and his wife, were present to pay their respects. Mr. Bennett happily reminisced over his association with Mr. Wilson back in the "old days!"

Mr. Owen E. Chapman paid tribute to Dave's popularity, illustrating his talk with highlights gleaned from many years of association with Dave; both in the department, and in fraternal work.

The evening was rounded out by pleasant dancing to the music of Alex McDonald's orchestra. Everyone entered into the spirit of the occasion, making Mr. Wilson's fortieth an event not soon to be forgotten!

A Glimpse of Winnipeg — 1881

The surroundings have changed, but the friendly spirit of its inhabitants never shall!



J. STEWART,
City Dispensary.

E. KELLY,
Farm Implements,
Carriages and Horses.

D. SCOTT & Co.,
Wholesale and Retail,
E. MORROW,
Insurance

Russell House.

Graham St.
ROBERT & SINCLAIR,
Livery and Sale Stables.

Mrs. Wm. Bell,
Ladies and
Gents Furnishings

JOHNSON ROSE & Co. BISHOP & SHELTON,
Butchers. Furniture and Carpets.

Ontario Bank,
GEORGE BROWN,
Manager.



Top Row—Left: Mrs. W. McEacheren, Mr. F. Piper, Mr. J. J. Dermody. Centre: Mrs. F. Williams, Mr. W. R. Harris, Mrs. W. McEacheren, Mr. F. Piper, Mr. J. J. Dermody, Mrs. R. Clements. Right: Mrs. W. McEacheren, Mr. F. Piper, Mr. J. J. Dermody, Mrs. R. Clements.
Lower Row—Left: Mrs. K. Ogden, Mr. J. J. Dermody, Mrs. R. W. Sheardown, Mrs. M. Geddes. Centre: Mr. F. Piper caught reclining in the department. Right: Dinner group at the St. Regis Hotel.

Mr. Frederick Piper Reaches Fortieth Milestone

A multitude of congratulations are due Mr. Frederick Piper, or Fred as he is better known, on his completion on May 28th of forty years' service all spent with the mail order lingerie department. Fred tells us with a becoming blush, that he found it quite embarrassing when, as a young man, he found himself bashfully handling foundation garments in front of the ladies. However, we must confess that Fred has completely overcome his shyness.

To celebrate this memorable occasion in Mr. Piper's life, Mr. W. Harris, head of department, made the presentation of a handsome console chair with matching foot stool on behalf of the staff and former associates. Mr. J. Dermody, supervisor, ably thanked Fred for his loyal service with the Company throughout the 40 years.

On the eve of the "big day," the department held a dinner for Mr. Piper in the Oak Room of the St. Regis Hotel. There Fred met up with

a number of old acquaintances; an event which added extra happiness to the occasion.

Mr. Dermody, as chairman, thanked the committee for their splendid efforts and called upon various old-timers to address the gathering.

Mr. Piper then thanked the boys and girls for the kindness shown him in the past and present. He added a special "thank you" to his old associates who had gathered to honour him.

A scrumptious dinner was followed by the singing of "For He's a Jolly Good Fellow." Assisting artists were Mrs. Kay Ogden, Miss Jean Puxty, Mrs. M. Gaffield, Miss M. Fraser and Mr. G. Rathwell.

A special feature of the evening, was the slinky conga line expertly headed by Mr. Dermody. 'Twas truly a grand evening among old friends, and so once again we echo the sweet sentiments to Mr. Piper . . . health, happiness and a long life to ye!

What memories these sights bring back—what dreams so long ago forgot!



Miss L. Bode Reaches Fortieth Year of Service

June 5th was a memorable occasion in 106 department, for it marked the completion of forty years of continuous service for Miss Louise Bode. From the dawning of the happy day to the ringing of the closing store bells, Miss Bode found herself the centre of attraction for well-wishers who showered her with congratulatory messages.

Miss Bode was born in London, England, and traversed the briny deep to Canada in 1907. She was only in Canada a few days before she joined Eaton's grocery under Mr. S. E. Harris, who is now retired. She remained with this department until 1926 when she joined 106 department.

The delight of Miss Bode's life is to go visiting, and that, combined with keeping house for her brother makes her quite a busy little person. Very vivacious, and with eyes sparkling with pleasure, Miss Bode recounted the wonderful things which happened to her on her anniversary.



Miss Louise Bode being congratulated by Mr. R. Anderton (supervisor, C.O.D. department).

On behalf of the staff, Mr. R. Anderton, supervisor, presented Miss Bode with a mantel radio and two big bouquets of roses. She was also the recipient of a beautiful box of cut flowers sent from Mr. R. H. Hutton, retired assistant of the C.O.D. office who is now residing in Vancouver.

A visit from Mr. B. C. Scrivener, Mr. S. E. Harris and her old-time friends from 279 department topped off a wonderful day.

Our very best wishes to a "wonderful girl!"

COST OF LIVING LOWEST IN WINNIPEG!

We Winnipeggers can find many reasons for being proud of our city, but here is the latest one—**Winnipeg's cost of living is lowest for eight Canadian cities!** The following figures are taken from a feature article in the Montreal Star.

COST OF LIVING FIGURES FOR EIGHT CITIES

Cost of living in the Dominion is highest in Montreal, taking the base period of August, 1939, as 100. Winnipeg's living costs are, consequently, lowest.

	Total	Food	Rent	Fuel	Clothing	Home Furnishings	Miscellaneous
Montreal	129.1	154.6	108.8	109.7	130.8	128.5	111.2
Saskatoon	128.2	151.4	115.1	117.9	127.5	127.5	112.4
Vancouver.....	126.6	147.8	107.0	126.0	132.4	126.5	112.4
Halifax	125.1	151.7	105.7	107.0	132.0	122.0	113.9
Saint John.....	125.1	143.4	107.8	115.7	132.3	121.4	113.7
Toronto.....	125.0	142.4	111.1	116.3	132.8	125.6	114.3
Edmonton.....	124.8	149.6	105.0	105.3	131.4	125.5	112.7
Winnipeg.....	123.2	144.5	106.0	113.6	124.4	123.0	111.9

DOORS

Some doors have hearts, it seems to me,
They open so invitingly;
You feel they are quite kind—akin
To all the warmth you find within.

Some doors, so weather-beaten, grey,
Swing open in a listless way,
As if they wish you had not come;
Their stony silence leaves you dumb.

Some classic doors stand closed and
barred,

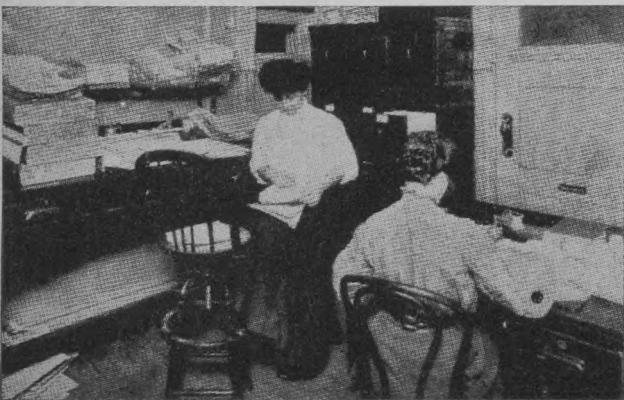
As if their beauty might be marred
If any sought admittance there,
Save king or prince or millionaire.

Oh, may mine be a friendly door;
May all who pass the threshold o'er,
Within, find sweet content and rest,
And know each was a welcome guest.

—Lena MacDorman, "Prairie Breezes."



Two lady clerks—ancestors of the modern career girl



Don't Ask "Anything Else?" SHOW Something Else!

Perhaps the lowest form of salesmanship is expressed by the question, "Anything else?"

What's wrong with that?

Only this: that at the moment when selling something else is easiest, most natural, you throw away your advantage.

Never, never, never say, "Anything else?" to any customer. Assume he always wants something else—then try to sell it to him.

That's the way the leaders operate.

—Chas. B. Roth.

Top Picture—Mr. Purdy being congratulated by Mr. E. C. H. Davis, Lethbridge store manager. The letter Mr. Davis is about to hand Mr. Purdy is a congratulatory message from the president, Mr. John David Eaton.



Lower Picture—Smiling happily, Mr. Purdy is caught by the camera man as he sits at his desk.



Mr. C. D. Purdy Celebrates Thirty-Fifth Anniversary with the Company

"I didn't think I had so many friends."

So remarked Mr. Clarence D. Purdy, assistant manager of the Lethbridge store, on the occasion of his thirty-fifth anniversary with Eaton's on Tuesday, May 27th.

And certainly Mr. Purdy's many friends in Lethbridge and throughout the Eaton stores in the West rallied to extend to him their congratulations on this most auspicious occasion.

It was a big day for Mr. Purdy right from the moment he stepped into the store at 9:15 a.m. Tuesday, to be welcomed by Mr. E. C. H. Davis, store manager. Practically the whole staff found time to greet him throughout the day until he retired that evening.

Headed by Mr. Davis, the staff had gathered on the main floor of the store to do honour to this latest addition to the "thirty-five milers" and it was a pleasantly surprised Mr. Purdy who modestly accepted the many heartfelt congratulations.

Mr. Davis, in presenting to Mr. Purdy a beautiful gateleg table on behalf of the managers and assistants of the store, traced briefly Mr. Purdy's long service with the Company. He spoke of the esteem in which Mr. Purdy was held, not only in the Lethbridge store, but throughout the West.

"I heartily congratulate you on such a long and faithful record," he said.

Mr. Purdy was also the recipient of a wonderful table lamp from a group of his associates in the Eaton stores in the West, and a lovely travelling clock from the members of his staff in department L229.

But still another happy surprise was in store for Mr. Purdy. On arriving at his desk, he found a replica of a huge birthday cake, bedecked with thirty-five candles around the edge and in the centre the words "Thirty-Five Years An Eatonian." A grand bouquet of flowers and gay ribbons completed the picture.

On Wednesday evening, Mr. Purdy was the guest of honour at a dinner and get-together in the Marquis Hotel, where "conviviality and happy Eaton reminiscences were the order of the evening."

"I did not know I had so many friends," beamed Mr. Purdy, happily.

Mr. Purdy was born in Port Perry, Ontario, and joined the Winnipeg store on May 27th, 1912, and has served the Company continuously with the exception of overseas service with the 43rd Battalion, Cameron Highlanders, in World War 1. His Lethbridge service dates from August, 1935.

Mr. Purdy's celebrated occasion was hailed by a flood of letters and telegrams, including one from the president, Mr. John David Eaton.

Congratulations, Mr. Purdy, from all of us!

Mr. W. Campbell Honoured on Reaching Thirty-Five Year Mark

It was a happy gathering in the Bessborough Hotel, Saskatoon, on Tuesday evening, May 27th, when twenty fellow Eatonians gathered together to honour Mr. W. (Bill) Campbell, one of the popular members of the hardware staff—an Eaton employee for the last 35 years.

Bill began his employment with the Company first in the Winnipeg store and in 1918 was transferred to Saskatoon where he joined the mail order section of the heavy hardwares. Shortly after the present Saskatoon store was built, he moved from the mail order to the main store in the hardwares and auto supplies.

Looking back over the past 35 years, Mr. Campbell smilingly reflects that he has enjoyed the good fellowship of numerous Eatonians and he has seen the store through two periods of war, through depressions, and through times of peace and plenty.

Mr. H. Keough, Saskatoon store manager, on behalf of the gathering, presented Mr. Campbell with a dandy fishing rod and reel, implements which, Bill says, he hopes to put to good use while on his holidays at the coast this summer.

Here's hoping you catch a "big one," Bill, and congratulations from your Winnipeg Eatonian friends!



* * * *

Mr. Bill Seal Celebrates Thirty-Five Years with Eaton's



Mr. Cleve (right) congratulates Mr. Seal.

Tuesday, June 17th, was a super day for Mr. Bill Seal, mail order men's furnishings, who celebrated the completion of thirty-five years of service with the Company. Mr. L. Cleve presented Bill with a handsome travelling bag on behalf of the staff, the occasion being the highlight of Bill's day. But his popularity was proven beyond all shadow of doubt by the number of individual gifts and the many friends who called on Bill during "his day."

Now to dig into Mr. Seal's past! He was born in Croydon, Surrey, England, and came to Winnipeg in 1912. He started with the store in March of that year, but left soon afterwards to try his hand at farming. Evidently farming didn't agree with him and he returned to the Company in June as a member of the men's furnishings staff of the store before he was transferred to the mail order.

He joined the forces soon after the outbreak of World War I, serving in the 5th battalion, C.G.R.'s. Married, Mr. Seal has a fine looking boy.

Mr. Seal is an enthusiastic sportsman, and his specialty is wielding the mighty fishing rod! Another of Eaton's amateur photographers, a good percentage of his time is spent in the dark room.

In short, he's a genuine "jack of all trades," with the finest collection of tools stored in his basement workshop that we have ever seen.

Best of luck to you, Mr. Seal, and many more pleasant years of life to you!

Year of the Big Flood

Looks a bit like one of those amphibious vehicles but it's another picture of the flood at Norwood in 1916. Picture sent to Contacts by Mr. J. T. Smith (men's furnishings, mail order).

Ten



Jack Slater Honoured on Thirty-Fifth Anniversary

The mail order children's shoe department, along with friends from the city and other mail order shoe departments, joined in a breakfast at the St. Regis Hotel on Friday, June 20th, to honour Mr. Jack Slater on his completion of 35 years with the Company.

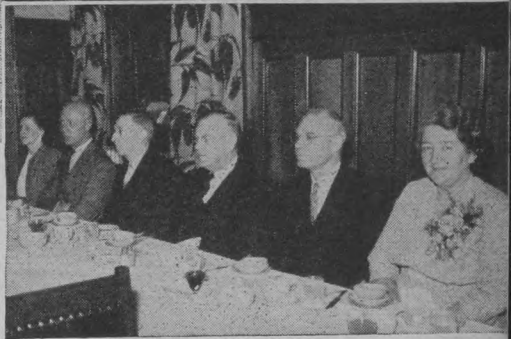
Mr. Gordon Angus was chairman and spoke of Mr. Slater's long and valuable service with the department. He then called upon Miss Taylor to present Mrs. Slater with a beautiful bouquet of flowers.

Mr. Alfred Tucker, merchandise office representative, thanked Mr. Slater, on behalf of the Company, for his fine record. He smilingly added that when so many people would get up in the middle of the night to attend a breakfast, it indicated that their hearts were in their good wishes!

Mr. Wish Houston, group manager of department 37 and 39, spoke of Jack Slater's ability as a cricketer and said cricket was a gentleman's game—referring to the old saying "it's not cricket." "I've always found Mr. Slater to be a cricketer and a gentleman in every sense of the word," he added.

Mr. Carter recited some original verse, descriptive of the life and works of the Slater family and the guest of honour was then presented with a beautiful "Ansco" camera.

Everyone had a handshake for a grand fellow, and we add our congratulations and best wishes on the great occasion.



1917—THIRTY YEARS WITH EATON'S—1947 **Congratulations to the Following Eatonians Who Celebrated the Completion of Thirty Years of Service with the Company During June**

- Mr. Perry F. Brigden** (head of department, life assurance).....June 6th, 1917
- Mr. William Irwin** (162).....June 18th, 1917
- Mr. Jeffery Douglas** (first assistant, 152).....June 18th, 1917
- Miss Nan Hammerquist** (122C).....June 28th, 1917

MRS. J. LOBBAN RETIRES

A member of 132B department for 26 years, Mrs. Jane Lobban reported at work for the last time on June 3rd. From this time forth, she is a lady at leisure. A sparkling-eyed Scotswoman from Aberdeen, Scotland, Mrs. Lobban came to Canada in 1920. She joined the store on March 14th, 1921, and has been a loyal Eatonian ever since.

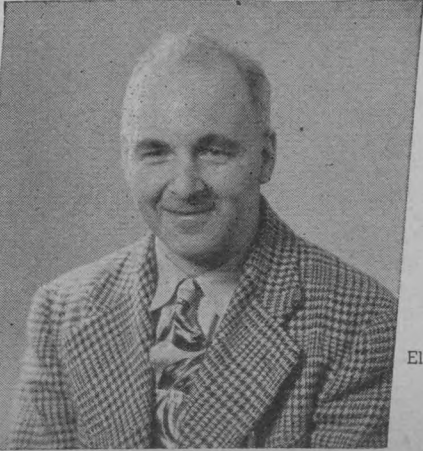
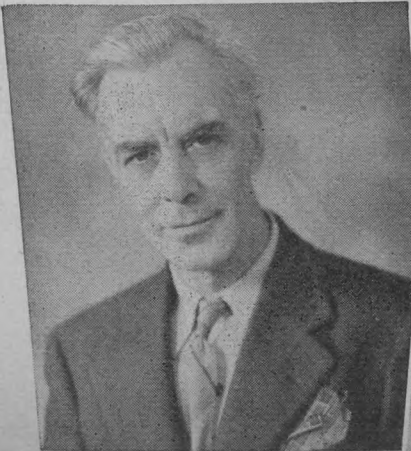
Twenty years of Mrs. Lobban's service have been with the printing plant staff, and to show their appreciation and regard the boys and girls presented her with snowy blankets and sheets. Mr. C. R. Tribble (receiving) presented Jane with a sparkling living-room mirror for her St. Vital home, on behalf of 132 department.

Here's wishing you every comfort and happiness in the years to come, Mrs. Lobban!

SUGGESTION WINNERS!

Mr. J. Faill (130)

Mr. P. Cook (122C)





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

Miss Cora Brooks Joins Quarter-Century Club

May 29th was the "big day" for Miss Cora Brooks of the yard goods department, for it marked her entrance into the famed quarter-century club. She has served all her twenty-five years with 233 department and the boys and girls of the department did her "right proud!"

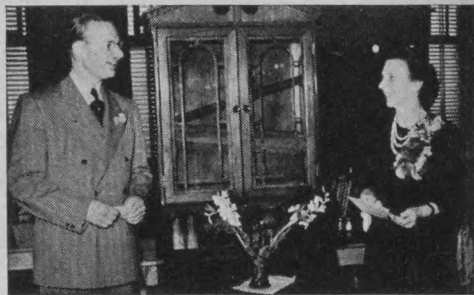
On the morn of the 29th, Miss Brooks was literally led into the grill room where a happy group of well-wishers presented her with a breathtaking corsage of roses and sweet peas. Mr. L. Vincent, supervisor, then introduced Miss Brooks to a beautiful

walnut secretary which was the gift of the department to her on the occasion.

Throughout the day a constant stream of friends added their congratulations on the event.

Born in Roland, Manitoba, Miss Brooks is noted for her cheery smile and sparkling brown eyes. She's a whiz for organizing things and has, during the last two years, done much for the layette drive for Holland's babies. Sewing and reading rank tops on her list of hobbies, and as for her holidays ... she wants to take a trip, but doesn't quite know where!

Congratulations and every happiness in the world for the coming years, Miss Brooks!



* * * *

Quarter-Century Congratulations to Mr. James Anderson



Five, ten, fifteen, twenty, twenty-five years ago on June 9th, 1922, Mr. James Anderson joined the Eaton staff of the printing plant and has remained to give continuous and loyal service ever since. He still has a ready laugh and an Irish twinkle in his eye which betrays the fact that his boyhood was soothed by Irish lullabys; for as sure as you're born, Mr. Anderson's birthplace was Ballymena in the county of Antrim, Ireland.

Mr. Anderson caught his first glimpse of Canadian shores in 1912, and smilingly adds, "It was a welcome sight!"

He is married and has one daughter. Spare time is spent in cultivating a mean drive, for Mr. Anderson is a whiz at golf. He won the "B" championship in the Tucker cup Eaton golf play-offs.

In the winter when the greens are having their respite from the savage attacks of irate golfers, Mr. Anderson's favorite pastime is to have himself a curling game ... and from reports, he's a darn good one!

Planning on visiting the West Coast during his quarter-century holidays, Mr. Anderson has all our best wishes for a happy time.



Left—The research staff poses with Mr. and Mrs. Brook.
Right—Mrs. Brook holds roses received from the department, while Mr. Brook admires his new golf clubs.



Mr. Norman Brook Becomes Quarter-Centuryite

Genial Norman Brook, supervisor of the research bureau and member of the advisory board, inscribed his name on the quarter-century annals on May 25th. However, "his day" falling on a Sunday this year, the research staff decided to initiate Mr. Brook into the Q.C. club on Friday, May 23rd. The department did Mr. Brook up right proud, with the presentation by Mr. Arthur G. Bass, first assistant, of a set of matched golf clubs, which we know Norman will put to immediate use!

Of a reputed kindly disposition, Mr. Brook is one of our younger supervisors, succeeding Mr. George Young on the latter's retirement. A keen sense of humour is essential in research work and this quality Mr. Brook possesses. He handles the difficult problems of research work with skill and tactfulness so necessary in work of this kind, and he enjoys the respect both of his own staff and departments with whom he comes in contact.

Born in Yorkshire, England, Mr. Brook came to Canada at a tender age with his parents. He was educated in Winnipeg and joined the Company when in his teens. He has spent his entire service with the research bureau.

Married, Mr. Brook has a boy, John, in high school, and a girl, Margaret, who is ten. Mr. Brook is an active member of St. Aidan's Anglican Church, being a faithful member of the choir.

Congratulations and best wishes from all of us, Mr. Brook!

"AREN'T THEY THE SLY ONES!"

"Aren't they the sly ones?" So spoke Miss Wilma Blocher (fashion co-ordinator and head of the Junior Fashion Council) as she glanced, with smiling pride, at the youthful Junior Fashion Councillors who surrounded her.

The occasion was a surprise presentation of compacts to Miss Blocher and her assistant, Miss Audrey Heath, on June 6th, in the board room.





Top Row—Left: Two scenes at the presentation in the assembly hall—"We will miss you on our visits to Winnipeg store." . . . Miss Nott and Mr. McCordick listen as Mr. W. Hopps (right) reads a big batch of messages from Company points across Canada expressing felicitations and good wishes to Miss Nott for the happy days ahead. Centre: "Here's a hand, my trusty friend"—supervisors and group managers express their good wishes in a hearty handshake, and doubtless there was many an extra handshake in appreciation of kindnesses extended by Miss Nott over the years. Right: At the board room presentation. "Looking as 'smart as a whip' in a trim-fitting new red suit, and smiling happily, Miss Nott acknowledges the gifts of a group of friends.

Bottom Row—Left: Miss Nott admires the gifts presented to her by the supervisors and group managers of Winnipeg store. At left, a lovely trillite lounge lamp in red with silk shade. In centre, a beautiful Persian living-room rug in Shirvan design. Centre: Our favourite photograph of Miss Nott. Right: Board room again. Miss Nott receives a corsage before the proceedings begin. That's Mr. R. M. Pinfold struggling with the pin.

"AU REVOIR, BUT NOT GOODBYE"

Miss Zella Nott Retires After Notable Business Career of Forty-Two Years with Eaton's

Occasion Is Honoured With Presentations by Supervisors, Group Managers and Many Admiring Friends

"My paths are laid in pleasant places . . ." With these words, Zella Nott, the bright-eyed little girl from Port Perry, Ont., who joined the Winnipeg store in her early teens, rose to a position of responsibility in the executive offices and became one of the best-known women in the Company, retired on May 30th after 42 years of outstanding service. And, after all, why shouldn't a gal decide to take a well-earned "permanent vacation" when she has good health, a good golf swing and four devoted brothers to trot her around?

Miss Nott Honoured by Business Associates

When Miss Nott's decision to retire became known, the supervisors and group managers felt that they would like to fittingly honour one

who has been such a staunch friend and helpful business associate over the years. As a result, a presentation was held in the assembly hall on Friday morning, May 30th. Mr. R. S. McCordick, general manager, presided, with Miss Nott seated beside him on the platform that was bedecked with flags and flowers.

Thirty-five Years With Executive Offices

Speaking of Miss Nott's faithful and outstanding service, Mr. McCordick said that 35 of her 42 years with the Company had been spent with the executive offices. Mr. Tucker, he added, thought a lot of Miss Nott, and he (Mr. McCordick) had also found her to be most efficient and understanding. "She never utters an unkind word about anyone," warmly declared

our general manager," and has kept many a lad out of difficulty. Moreover, Miss Nott is greatly admired throughout the entire Company."

On behalf of the supervisors and departmental heads, Mr. McCordick then presented Miss Nott with a beautiful Persian living-room rug and a trillite lounge lamp with matching silk shade.

A Happy Period of "Doing as You Wish"

Briefly responding, Miss Nott thanked her associates warmly for their gifts, which would be greatly treasured. Messages from the president and from various points of the Company were then read by Mr. W. Hopps. All expressed their admiration of Miss Nott's long and valuable service and wished her abundant health and happiness in her richly earned retirement. As one telegram put it: "A happy period of doing as you wish is surely coming to you." Many other messages spoke of Miss Nott's record of service and friendliness, and said: "We will miss you on our visits to Winnipeg store."

The line then formed on the right and Miss Nott gave a hearty handshake to all present. Many were there whom she had watched develop from stripling assistants to seasoned supervisors. Many, too, whom she has helped by her wide knowledge of Company system and policy, her keen penetrative judgment and understanding heart.

Who Can Solve the Mystery?

Calling all old-timers. . . . Who can recognize the picture below?

Contacts would like to discover the date on which copies of Alexander Muir's "The Maple Leaf" were distributed by Eaton's among its customers.

The torn and yellowed copy which found its way to our office from the attic trunk of an out-of-town customer, has pictured on the front, the photograph of Alexander Muir and the little red Ontario school house in which he taught. On the back are photos of the Winnipeg and Toronto stores with the name plate of the Company. We believe the music was given out in 1909 to celebrate the 50th anniversary of the Company.

How about you, old-timers?

Miss Nott Received This Telegram From the President

"On the eve of your retirement after forty-two years of valuable service, I extend to you, on behalf of the entire Company, our most sincere appreciation and thanks for these many years of splendid service. May you, for many further years, have a happy and contented life with good health to enjoy the leisure so justly earned by your loyalty and devotion.

"John D. Eaton, President."

A Presentation in the Board Room took place on the following morning, when a group of business associates from the sixth floor offices and other parts of the store gathered to honour Miss Nott with parting gifts.

Mr. R. M. Pinfold, assistant general manager, was chairman. It was an informal gathering, with plenty of friendly "ribbing" that you find among those who work together over the years.

After pinning a lovely corsage on Miss Nott's suit coat, Mr. Pinfold said that "many nice things had been said about her and to her," but he wished to add a thought that stood out prominently in his mind: It was the kindly help she has always given to others; she was a loyal friend and a square shooter who never let you down.

"We, the people who have worked with you and whom you have trained in the Company's system, will miss you no end," added Mr. Pinfold. Then, on behalf of the friends assembled, he presented Miss Nott with a handsome electric clock—"so you won't sleep in on Monday morning")—a lovely leather handbag and smartly modern compact.

Looking as smart as a whip in a new suit of soft red material, Miss Nott thanked her associates. "My paths have fallen in pleasant places," said she. "I have memories of a very happy association with you all, and I am looking forward to happy times in the leisure years ahead!" To this a legion of friends throughout the Company will echo a loud "amen!"

After a motoring vacation, Miss Nott will continue to reside in Winnipeg, and looks forward to meeting many of her old friends on the fairways of Elmhurst—so its "au revoir, but not goodbye."

By M. McDonald

Another engagement in department 117. Mona Crittenden is the gal and the lucky fellow is Bill Campbell.

St. Boniface Cathedral was the scene of a lovely wedding on June 11th, when bridal vows were exchanged between Yvette Descoteaux and Paul Filion.

A dinner and presentation was held on June 18th at "The Homestead," in honour of Cora Payne, whose marriage to Doug Wilwand will be an event of June 28th. Cora left the department on June 21st. She was the recipient of many lovely gifts from the department and friends.

Our sympathy to Yvonne La Fortune, who recently lost her father.





(For descriptions of pictures see facing page.)

Happy Sequel to Eaton Spring Dance

Surplus Used To Purchase Radios and Games For Hospitalized Veterans

The big staff dance held for Eatonians at the Civic Auditorium on March 19th, had a happy sequel the other day. Headed by President Harry Craik, a delegation from the Assistants Association visited the Deer Lodge Military Hospital and the Veterans' Home on May 28th with a consignment of radio sets and games. These gifts were purchased from the surplus remaining after all expenses of the dance had been paid.

At the Deer Lodge Hospital the committee was greeted by Mr. G. C. Anderson, hospital manager, and Matron Helen N. Wilson. Here on behalf of the Eaton assistants, Mr. Craik presented six radios and a number of cribbage sets—"With the hope," said he, "that these gifts may bring as much pleasure to the boys as it gives us to present them."

Each radio bore a brass plate with the inscription: **From the Eaton Assistants Association.**

Manager Anderson, receiving the gifts on behalf of the veterans, thanked the Eaton men warmly for being "so splendidly helpful." Matron Wilson also spoke a brief word of thanks. The delegation was then taken on a brief tour of the fine modern hospital with its bewildering array of equipment for healing and re-building our boys. Here hundreds of young, battle-scarred heroes of World War 2 are gradually being made fit for the battle of life.

We Visit the "Old Sweats"

Leaving Deer Lodge, the Eaton men drove to that pleasant port for the "boys of the old brigade," the Veterans' Home on Academy Road. Formerly the Children's Home, the big, airy wards are adorned with restful paintings that are a delight to those who must lie in bed. Understanding wartime nurses hover nearby, ready to light a fellow's fag, or play a game of crib when time permits.

Off the wards are sunny balconies leading on to the spacious grounds whose trees are now in all the glory of their lush spring green — truly a haven for the grizzled old sweats whose gnarled and trembling hands once tossed a grenade or whopped on a bayonet.

Greeting the Eatonians was Matron Irene Barton, herself a veteran of the first great war, and Dr. F. J. Ramsay. The doctor, who served in World War 2, it seems, is a younger brother of Earl Ramsay, of our fire insurance department and president of Valour Road Memorial Branch, Canadian Legion.

Presentation of radios, chess sets and cribbage outfits was then made to the Veterans' Home by Mr. Craik on behalf of the Eaton assistants. Matron Barton and Dr. Ramsay gratefully acknowledged the gifts.

"Sgt. Pilkington Is a Wonderful Patient"

Such was the enthusiastic comment of Nurse P. Pettigrew, when the Eatonians asked to see Jack Pilkington. An Eaton man (132 department) Sgt. Pilkington served with the R.C.A.F. and as a result of war service recently had both feet amputated.

We found "Pilkie" in a wheel chair but looking remarkably fit and bright as a new dollar—you can't keep a good man down!

102-Year-Old Veteran

Up in the library the delegation had the privilege and pleasure of shaking hands with George Brooks—"grand old man" of the Home.

Leaning on a cane this tall, well-groomed and handsome coloured gentleman greeted the visitors with the firm handshake of a man 50 years younger. Kentucky born, Mr. Brooks served in six wars and was special orderly to General Grant in the Civil War.

He referred with considerable pride to a visit paid him by Joe Louis, the brown bomber and world's champion heavyweight. "Apart from a little rheumatiz," said he, tapping one leg, "I'm quite fit and intend to plant some strawberry plants this summer." And we'll wager our moss-covered bicycle that he'll do just that!

* * *

Eaton Men Visit Hospitalized Veterans of Both Wars

(Pictures on facing page)

Gifts for the Valiant

Top Row—Left: The Eaton party arrive at Deer Lodge Hospital with radios and games for veterans of World War II. Left to right—Messrs. Les Croft, George Murray, Howard Keys, Harry Craik, president Eaton assistants; Harry Greenwood, Bill Hurlburt, Matron Helen N. Wilson and Manager G. C. Anderson. Right: A "happy warrior" despite the loss of both feet, is Sgt. Jack Pilkington, R.C.A.F., an Eaton war veteran. Jack greets Harry Craik with a bright smile from his wheel chair, which he hopes to be leaving very soon. All the best from the boys of 132, Jack!

Second Row—Left: Matron Wilson and hospital manager Anderson accept the gift of radios, etc., from Harry Craik, president Eaton assistants. Right: Grizzled heroes of the Somme, Ypres and the old Hindenburg Line are not forgotten. Matron Irene Barton and Dr. F. J. Ramsay are presented with radios and games for the Veterans' Home.

Third Row—Two scenes in the Veterans' Home. Surrounded by lovely grounds, spacious, beautifully furnished and thoughtfully equipped with every comfort, it is difficult to imagine a more inviting retreat for "World War I boys" out on rest.

Lower Row—Left: Library of the Veterans' Home. Daddy of them all is George Brooks (left), 102-year-old veteran of six wars and special orderly to General Grant in the Civil War. A courteous and charming gentleman with a wealth of memories! At right is Librarian W. Eason whom it also was a pleasure to meet. Centre: George Henry, who suffered head wounds serving with the 44th Batt., is seen weaving a table scarf. A beautiful gift for some lucky June bride! Right: Bobby Wright does some lovely leather work despite his war disability. Here he is making handbags.

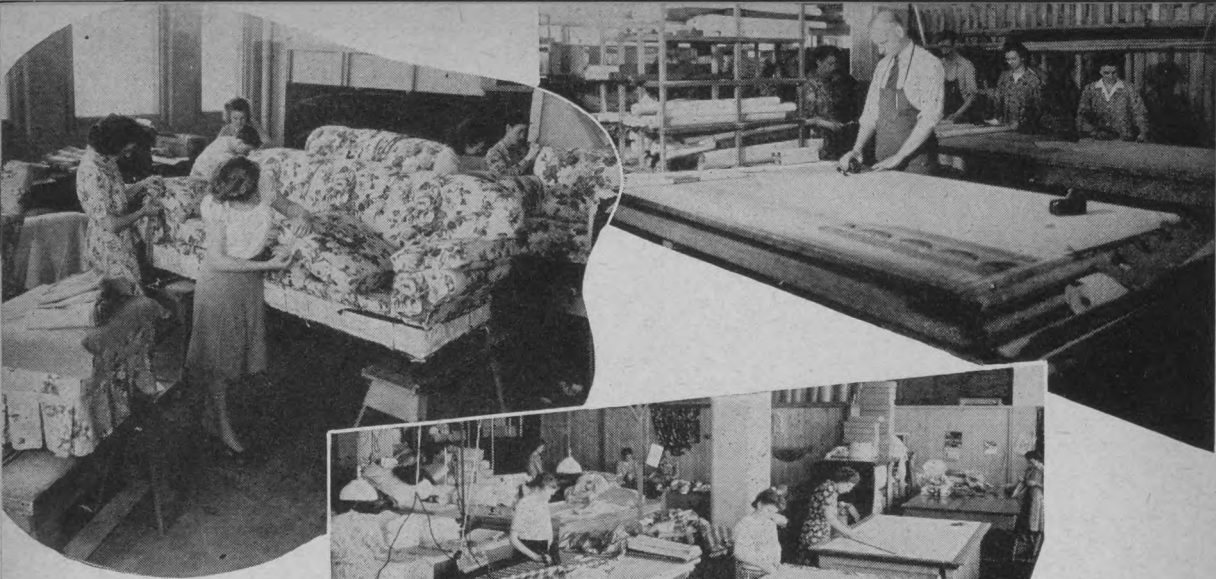
AIN'T IT THE TRUTH

A sign in the Bronx says: "Piano lessons; special pains given to beginners."

* * *

—Earl Wilson

From the society column of the Greenfield, Mass., Recorder-Gazette: "The bride wore an aquamarine floor-length gown with fuchsia trimming and carried an old-fashioned."



Here are some photos of interesting nooks in the drapery workshop.

A Peep Behind the Drapery Workroom Doors

Did You Know That Eaton's Has the Largest and Most Up-to-Date Drapery Workroom in Western Canada Located on the Third Floor of the Mail Order Building No. 1?

Head of the workroom for nearly thirty-five years, Mr. L. J. Blundell is ably assisted by Mr. A. G. Wallace (first assistant). Looking after the drapery section for a number of years was Miss P. McIntosh (now retired) who during her years of service saw the workroom grow steadily from its small beginning to its present-day capacity. Miss A. Dalgleish is now carrying on where Miss McIntosh left off, and under her guiding hand let's take a trip through a fairy-land of fabrics.

What's over here? . . . ah, now I see; it's the beginning of those delicate flounces which modestly gather themselves around crystal dressing tables in milady's boudoir.

Turning to the finer work, we marvel at the precision working of quilted bedspreads, swag valances, lined and interlined draw curtains, and even the making of stage curtains! Much work is done in this section of the workroom for the bedding and staples department, including the marking of linens for hotel and railway use.

Tearing ourselves away from the draperies, we are conducted to the "busy bees' corner," which is the department's name for the slip cover section—consisting of the covering of chesterfield suites, davenports, daybeds, studio lounges, etc. The careful measuring particularly impressed us!

After leaving the slip covers to the busy whirring of the sewing machines, we are taken, under the guidance of Mr. J. McCurry, to visit the upholstery section. Here padded cornices, button and tufted cornices are made, and also chairs and chesterfield suites re-covered.

From here, onward to the awning section. Colourful stripes like the meeting of many rainbows make this part of the workshop look like Joseph's coat of many colours!

Before leaving, we must see the window shade section, which is under the direction of Mr. D. Ritchie. Here also is handled the department's mail order work, and though 'tis only a small corner in a large department, it turns out an enormous amount of work in six months.

A portion of the drapery workroom not seen by visitors is made up of the outside men who supply the contact with the customers and the workroom. They measure curtains, furniture, awnings or window shades as well as put up same.

Some interesting facts about the workroom: Total floor space, approximately 11,660 square feet. Total number years of service of those who have 25 years or over, 171 years. And just recently it was found necessary to add a mezzanine floor to accommodate the furniture and awnings.

Portions of the happy mail order Eatonians enjoying their new cafeteria.



Mail Order Building Boasts Rejuvenated Employees' Cafeteria

Smart, modern construction, greatly extended surroundings and other improvements . . . all these features are incorporated in the new mail order employees' cafeteria on the sixth floor.

Smartly attractive and modernly equipped, the cafeteria is designed for quick service combined with the freedom of the cafeteria arrangement. Accommodations crowd the three hundred mark—and that's a lot of cups of java!

The modern chairs have tubular frames finished in chromium plate and combined with the comfortable plastic leather upholstery . . . m'mm, what better place to spend your relief.

To prevent burns, the table tops have the new Formica covering, with aluminum edging adding a note of lightness to the colour scheme.

The wide, long service counter is splendidly lighted to display the tasty and nourishing eatables—both hot and cold. The polished tea and coffee urns are placed across the aisle so as to give better service to the steady flow of thirsty Eatonians.

Ivory and brown combined in the linoleum, along with the cool light green finishing of the walls give a cool, modern look to the picture, while the clear white of the ceiling affords a maximum light reflection.

Yes, 'tis verra nice, and healthful as well. A mechanical ventilation removes odours and freshens the air continuously.

The kitchen "off-stage" is newly equipped and offers quick service with its modern dish-washing machine. So, no wonder the cafeteria is proving popular.

Geraldine Thanberger Weds!

A presentation was made to Miss Geraldine Thanberger, on June 4th, when she left to be married to Kenneth Barbeau in St. Mark's Church on June 8th. Mr. L. Summers presented her with a beautiful mirror on behalf of the staff and the girls showered her with linens.

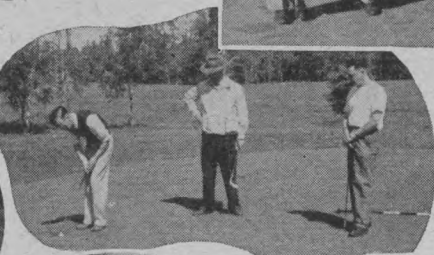
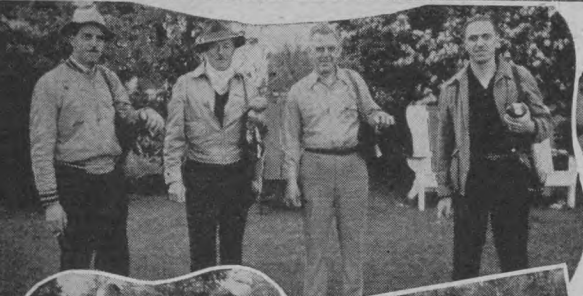
Department 61 is sorry to hear that Maureen McCallum, the 11-month-old daughter of Sammy McCallum and the former Ada Wells, is in the Children's Hospital. Here is hoping that she will be well soon!

Margaret Finlayson Now Mrs.!

Margaret Finlayson (grocery packing) left the department on May 23rd to become the bride of Bert Johnson (boys' furnishings, mail order) on June 7th. The department presented her with a table lamp and the girls held a trousseau tea in her honour on the 4th.

Rhoda McDonald (241 department) was married to Paul Shabaqa on May 21st in Chalmers United Church.

Mr. Douglas McPherson (926 department) was the recipient of a table lamp on his leaving to join the staff of 209 department.



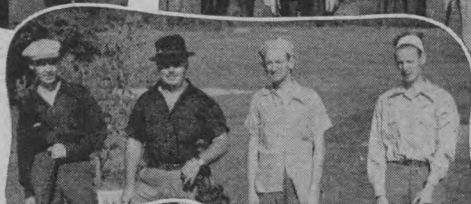
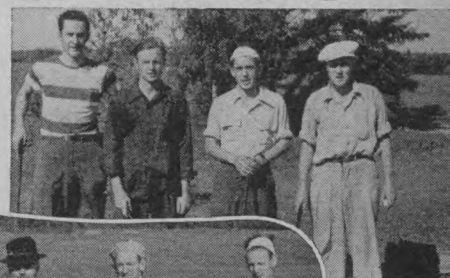
Eaton Men Annual Fic

The Time Ju
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The Results . See wr

WE SHOW 'EM . . .

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out . . and that's vice
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taken for Contacts by M





Men's Golf Field Days

... June 16th, 17th, 18th
... Elmhurst Golf Course
See write-up on Page 24

EM ... YOU PICK 'EM!

of saying: That's president
rving the storm in the look-
at's vice-president W. G.
ht in his foursome (top right)
secretary-treasurer "Gerry"
y stolidly in the shower (the
outdoors) robed in his stun-
ncoat (top left) ... we will
fers to pick out yourselves
s in these shots, so kindly
acts by Mr. Gould.



Way Back When!

Who Was in the News . . . A Glance Through July Contacts of 1937
Reveals the Following Interesting Items:

SON IS BORN TO MR. AND MRS. JOHN DAVID EATON

The first great-grandchild of the founder, Timothy Eaton, to bear the Eaton name, on Sunday, May 30th, a son was born to Mr. and Mrs. John David Eaton. He has been named John Craig Eaton after his grandfather, Sir John Eaton.

CONGRATULATIONS, ENTRE NOUS

Montreal store's breezy little publication was one year old on June 2nd.

LET'S LOOK AT THE FALL COATS!

Shoulders are still very important looking. They are squared off and a little military looking. In some instances fur bands come up to widen out on shoulders like epaulets. Sleeves are slender, tapering to wrist. There is a revival of fur bands that look like deep cuffs, also the sleeve that is full at the wrist, gathered into a straight three-inch band that flares down over the hand.

RECENT APPOINTMENTS

Winnipeg

Mr. V. Dancer, head of department 221 (china and glassware), formerly head of departments 504-521, Edmonton, Alta.

Edmonton

Mr. R. L. Gilmour, head of department 521 (china) formerly assistant department 236 (fancy goods), Winnipeg.

"GERRY" DESPARD HONOURED

On the eve of his marriage early in June, to Miss Kathleen Hopps, charming daughter of Mr. W. Hopps of department 211, Mr. Gerald Despard, assistant of department 219 (now manager of women's sportswear), was the recipient of a gift of silverware from his associates. Mr. D. MacNamara, head of department, made the presentation.

MEET THE GOLF CHAMPIONS

W. A. McNaught: net 84, "A" Class winner of the H. M. Tucker Trophy.

B. Bucham: net 87, "B" Class winner of the R. S. McCordick Trophy.

G. Angus: net 104, "C" class winner of the B. C. Scrivener Trophy.

SOFTBALL LEAGUE OPENING

Owing to cold and wet weather, the opening games were not played on May 21st, but got under way on Tuesday, May 25th, in weather still unfavorable for baseball.

Mr. A. D. MacDonell, Mr. Foster Johnson and Mr. W. Curry were the guests of the evening, all taking some part in the opening ceremonies.

The league was declared officially opened when Mr. MacDonell pitched the first ball to Miss Musgrove, who hit a foul fly to George Allan who, in turn, failed to make the catch.

* * *

Fifteen Years Back, Contacts of July, 1932, Holds Many Memories:

MORE EGG-SPERTS

We almost burst into tears when Mr. Bartholomew, of the egg room, told us that a hen could lay a bad egg. From earliest childhood we had cherished the illusion that a fresh egg was a new-laid egg—that a new-laid egg was of necessity, a fresh egg—and that beyond all question, both were eminently fit for consumption at the most finicky breakfast table.

THE ROAD RACE

On Friday, May 27th, a two-mile steeplechase was held at Sargent Park. Six runners out of 10 entries started in this novelty race. All competitors were given a handicap with the exception of A. Thorogood and T. Caldwell, who were scratch men. A. Thorogood finished first and T. Caldwell, third. The winner's time was 8 minutes 28 seconds. W. Nixon was second, Stan Taylor, fourth, Jim Harding, fifth, and T. Scott, sixth.

* * * *

Handle-Bar Moustache and All!

OLD-TIMERS OF THE MEAT DEPARTMENT

Second from left in front, Mr. Bob Rennick, formerly supervisor now retired. Fourth from right in back row, Mr. John Guest, who preceded Mr. Rennick as supervisor, also now retired. Extreme right in front row, wearing straw hat, Mr. W. Agnew, now head of department, mail order draperies.



Yellowed and Tattered, The Jubilee Herald, an Eaton's Employee Publication of 1919, found its way into Contacts' Office

The Following is a Reprint of Old-time Articles:

THE GOOD OLD DAYS IN WINNIPEG

Reminiscences by Sheriff Inkster

In Winnipeg today there is no one who knows better than Sheriff Inkster what enormous strides have been made in merchandising during the last fifty years. For this most popular sheriff, who is 76 years young, was born where he still lives, in Kildonan.

It was during the month of February when the Jubilee exhibits were in full swing, that the Sheriff was seen walking through the store, taking the keenest delight in the industrial demonstrations of Canada fifty years ago.

"This store," he announced with a merry twinkle in his eye, "is somewhat different from the one I used to go to as a boy. In those days a staff of two was perfectly competent to attend to the customers, look after the miscellaneous merchandise and keep the accounts."

"Just what was shopping like fifty years ago?" we inquired of the Sheriff.

"A very simple affair," he replied, "because there was so little one could buy. A very simple affair indeed, unless it was a spring day, and then the mud—Oh! it was something awful. Only the real Red River cart could cut its way through successfully."

Did you know, madam housekeeper, that in the days of which the Sheriff was speaking no proper woman ever thought of going to shop without taking with her an extra handkerchief or some piece of material? For, you see, there was no wrapping paper in those days, and a pound of tea or sugar was an awkward thing to carry home unless tied up in something!

Those were the days when mutton was 6c a pound, beef 5c, pork 6c, butter 20c, and eggs 12c a dozen. Those were the days when people came to shop with paper bags whose values were designated by a colour—black for one pound, red for five shillings, blue for one shilling; and when only the barest essentials of life were procurable at any price whatsoever.

* * *

IN REPLY TO A DEBIT NOTICE

Lordy, I didn't know you were hard put. Me and the Missus were just a-figgering on sending your two bits with our next order, but as soon as the Missus got your dinner, she made me hitch up our single ox driver, Buck, and hike her for town, and look here Timothy, any old time you get hard put for a little cash, just let yours sincerely know of it—we sure can send you two bits any old time, even if we have to kill the bloomin' canary. —The Old Man Brum

* * *

OH GIRLS! LISTEN

The T. Eaton Co. Limited.

Gentlemen: I have seen, time and time again, advertising about the good information you can give to Eaton customers. Now, could you

tell me where and how an ideal young bachelor farmer could find a good life companion for the farm?

Since The T. Eaton Co. has always given me satisfaction for the last eight years, I hope to get the same satisfaction now that I am in need of a wife.

Yours truly,

For further information apply department 159.

* * *

YE GOOD OLDE DAYS OF SPORT

Bill Bowman, of 213 department has a sport tournament under arrangement, to take place as soon as the grass grows. The programme so far is:

Boxing match, five rounds. Shorty Green versus Tiny Gingras (no hitting on the face).

Wrestling match. Heavy Kernaghan versus Fatty Sanford.

100 yards dash. Dad Phillips versus Uncle Spink.

Others to be arranged at a later date. No side bets allowed.

* * *

OH! PRINCE!

"I was looking through my periscope," said the Sergeant-Major, "observing the effect of shellfire upon Fritz's barbed wire, when to my amazement and delight, I saw a page of the Free Press fluttering in the smoke-laden breeze. It was Eaton's Friday Bargain Sheet. You bet I read every word."

Oh! Prince!

IT HAPPENED AT EATON'S

Here's one of the nicest things we've heard about around the big store in moons! A little seven-year-old girl stood at the toiletries counter clutching a quarter. Tomorrow was Mother's Day and she was going to surprise mommy with a new lipstick. She knew the shade and make her mother used but when told the price was \$1.25 her lip quivered ever so slightly. But not for long. A quickly whispered conversation went on behind the counter, handbags were opened and unknown to the little lady kind hearts "shelled out" the difference.

"So sorry," they explained, "a 'mistake' had been made in the price—it was only a quarter after all." So a child went away happy and mother got her gift!

"The greatest comfort of my old age, and that which gives me the highest satisfaction, is the pleasing remembrance of the many benefits and friendly offices I have done to others."—Cato.

Hail The Conquering Heroes!

The spotlight of sport turns to that grand event—the men's golf field days at Elmhurst on June 16th, 17th and 18th—and what field days! The hardy golfers had to brave rain and shine.

The Monday group had a distinctly wet day of it and didn't lose any time getting around the course.

What a grand bunch of fellows . . . in the rain, in the sun, finishing up a hard tie on the fairway with a disastrous putting exhibition, or breezing down the stretch and holing like champions.

A record crowd of about four hundred and ninety players were carded around the course in the three-day event. Wonder who it was who made the footmarks in the sand traps? Must have been Kilroy!

Now for the big winners. Hold your breath, "champs," and don't tremble so hard!

"A" Class—R. S. McCordick Trophy

Winner: A. L. Best (233) 80-13: 67. Runners-up: A. Mitchell (1766) 88-18: 70; D. S. Marshall (22) 89-19: 70. Low Gross: D. Arnott (1745) 80. 2nd Low Gross: J. Punshon (174) 81.

"B" Class—Gilbert M. Eaton Trophy

Winner: H. Caldwell (105) 89-5: 84. Runner-up: J. Woodhouse (214) 94-5: 89. Low Gross: E. Dolan (29) 93. 2nd Low Gross: B. H. McGregor (238) 95.

"C" Class—R. Y. Eaton Trophy

Winner: J. Yates (256) 94-5: 89. Runners-up: W. Burton (29) 99-5: 94; W. G. Thomson (239) 104-10: 94; S. H. Williams (224) 99-5: 94. Low Gross: C. Spearing (1037) 95. 2nd Low Gross: F. Menzies (1074) 96.

"D" Class—H. M. Tucker Trophy

Winner: G. Lawrence (1745) 101-0: 101. Runner-up: G. Harris (528) 105-0: 105. Low Gross: H. Nicol (139) 102. 2nd Low Gross: G. Thorlakson (146) 105.

"E" Class—B. C. Scrivener Trophy

Winner: R. Firth (215) 116-15: 101. Runner-up: R. Wicklund (1745) 119-15: 104. Low Gross: J. P. Trainor (136) 102. 2nd Low Gross: S. Bucham (277) 110.

Playoff for the John D. Eaton Championship, between the low-nett winners of the above five classes, will be arranged shortly. Will somebody "Best Best?" We predict a great contest!

DEPARTMENT NEWS—Continued

Marjorie Coakes a June Bride

Roland Picard took unto himself a charming bride, Marjorie Coakes (379 department) on June 21st at St. Mark's Church. Marjorie left on the 14th complete with a lovely gift of linen from the department.

*

On June 5th, a daughter was born to Mr. and Mrs. H. Forgie (379 department). Mrs. Forgie is the former Eva Cave of 379 department. Congrats!

*

Kay Shortreed (210 department) has undergone an operation. We all wish her a speedy recovery!

St. Mary's Cathedral was the scene, June 3rd, of the marriage of Miss Rose Wozny (fruit packing) to Mr. John Price, of Stephen, Minnesota.

On May 21st, the girls of the department held a luncheon at "The Homestead" in honour of Rose. The bride-elect was presented with a corsage and a woolen bedthrow.

The following Thursday, May 29th, members of the fruit departments gathered in the packing room, where Mr. Wm. McMillan presented Rose with a dinner set and glassware on behalf of the staff. May you find much happiness in your new home "South of the Border."

*

Miss Dorothy Jenner, basement fruits, is progressing very favorably after having an appendectomy in St. Boniface Hospital.

Hazel Fowler was presented with a lovely pair of sheets and a luncheon cloth from 937 department, on leaving the department. Good luck, Hazell! (Can it be that the tea-cup reader was right?)

Hilda Farmer (937 department) received an engagement ring from Art Robb on May 11th.

Wedding bells chimed around 937 department when Jim McClure took Margaret King for his bride. The wedding took place June 14th. Loads of luck to both of you!

*

Picture at left—Grace Johnson, bride of 233 department. (See write-up, page 32.)

Picture at right—Marcella Prentice, 36 department bride.





Top Row—Left: Mr. G. Poole takes a mighty swing. Centre: Scene at Lower Fort. Right: D. C. Howat connects.
 Second Row—Left: A pause to compare scores—W. Bucham, W. Irwin, N. MacDonald, H. McAmmond, W. Scott, F. Lease. Centre: And what is your handicap? S. Florence (president), W. Bucham, W. Irwin (secretary). Right: A happy group—S. Florence, W. Irwin and W. Bucham.
 Third Row—Left: P. Maitland, S. Lennon, A. Macdonell, J. Coffey, G. Harris pose for the birdie. Centre: Absorbed in their game are B. McIrvine and J. Newton. Right: C. Fisher, R. Laidlaw, W. Hall, J. Reid.
 Lower Row—Left: G. Horton, J. Watt, D. C. Howat, D. Moore, W. Kitson. Centre: R. Hutton, A. Barry, B. S. Evans, J. Johnston. Right: W. Falls, J. Evans, T. Humphries, A. Duncan.

Curlers Invade Golf Realm!

Old man "Sol" took pity on sport-minded mortals and sent a "jewel of a day" for the Eaton curlers annual golf outing on Saturday afternoon, June 7th. The destination of the bus loads of eager "golfspielers" was that of the scenic old site of heap much warfare, Lower Fort Garry.

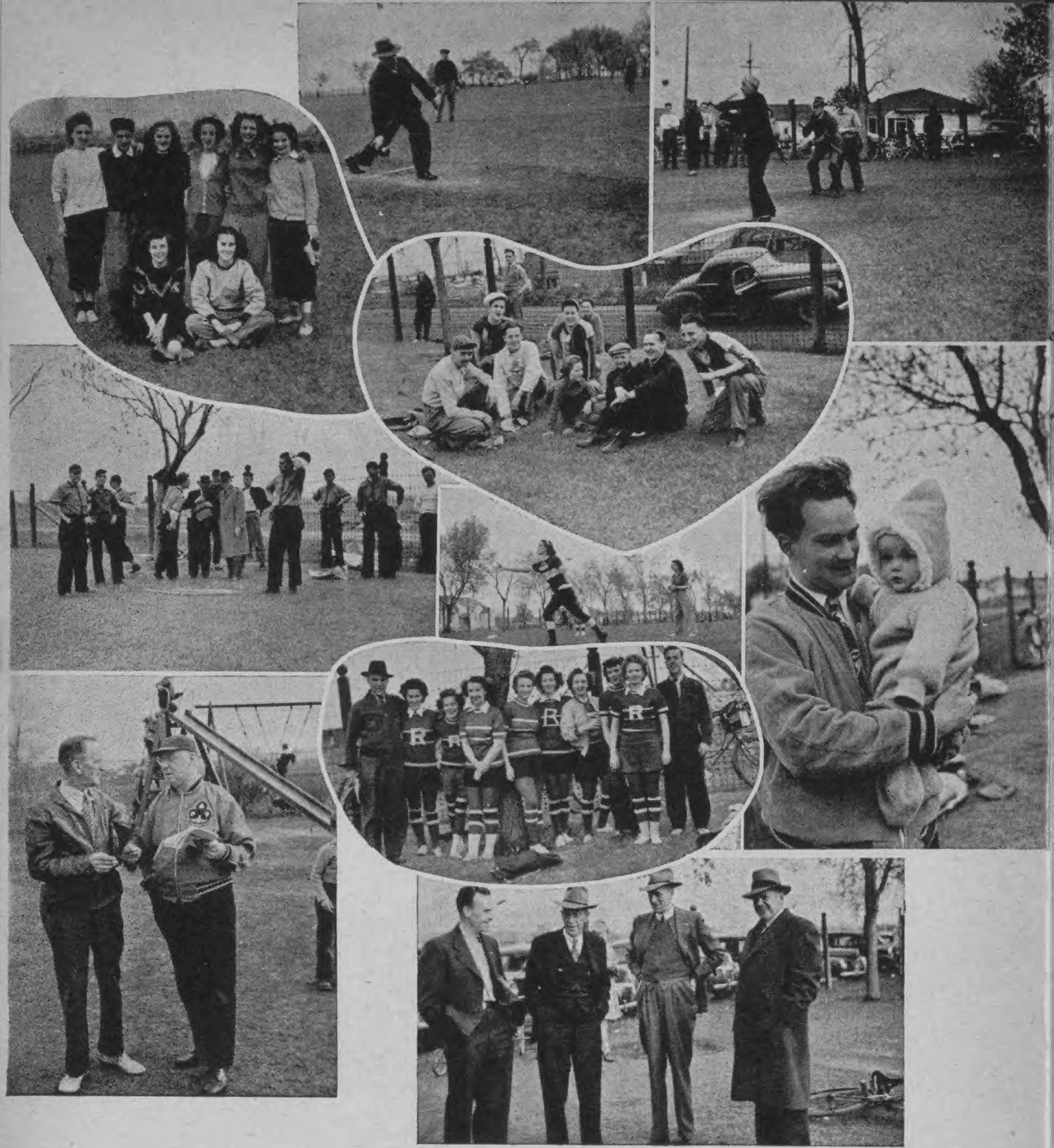
Instead of arrows piercing the air to sink quiveringly into the thick stone walls of the fort, gleaming golf balls soared gracefully (it says here) to land with a disgusted splash in the river.

In spite of the numerous natural hazards of

the course, some "pretty hot golf brought in the bacon" for the following lucky golfers:

Low gross: W. Harrison (300 department). Low net: F. Halderson (172 department). High gross: W. Patterson (926 department). High net: G. Rosie (258 department). Low hidden holes: A. Cassie (1747 department) and B. S. Evans (345 department). High hidden holes: E. Black (100 department), A. Neville (10 department), B. McIrvine (55 department), H. McAmmond (162 department), J. Newton (155 department), R. Ferguson (172 department).

(Continued on Page Twenty-Seven)



PLAY BALL!

Descriptions of the Pictures

Top row, left to right—These smiling beauties are known as the Imps . . . could be! Centre—Mr. E. G. Rogers is putting everything into that first pitch to Mr. A. D. MacDonell (right) who, with a determined look on his face, is preparing to hit a homer.

Second row—This sturdy group of Eatonians goes by the name of Combines. Center (above)—A group of Elks taking it easy. (Lower)—

Presenting Dot Tarrant (she breaks a record). Right—The new generation takes in the show. It's baby Linda with her daddy, Stefan Johnson.

Lower row—Serious business and no foolin'—Jack Moore and Bill Clay. Above—The Royals line up to have their pictures taken. Lower—Guests and softball president smilingly converse before the first pitch. Left to right—Mr. T. Scott, president; Mr. A. D. MacDonell, Mr. O. W. Barker, Mr. E. G. Rogers.

Eaton's Fastball League In Session

Flash—Elks and Imps Out in Front Undepleted!

Opening day for the fastball season was May 29th, with a sizable crowd of supporters on hand to cheer their favourites. The formal ceremony of opening the 1947 year for players and fans was ably performed by the guests of the evening, Mr. E. Rogers (122) pitching and Mr. O. W. Barker (122) catching. Mr. A. D. MacDonell (welfare office) connected on the first ball pitched for a line drive to left field. Incidentally, we have yet to see Mr. MacDonell miss that first pitch!

On the whole, the games have been well played, with several close scores being turned in. Three games have overlapped into extra innings, two of which have occurred in the girls' division.

The play is much better than in previous years for what we have lost in quantity, we have gained in quality. The teams are closely matched in both boys' and girls' sections and only time can forecast the victors.

A welcome visitor on opening night was Mr. W. G. B. Dailley, staff superintendent, who was accompanied by Miss E. Jones, M.B.E., and Mrs. Foster Yoemans, of London, England, guests together with Miss E. Debenham, of Harpenden, England, at the Dailley home. Also present were Mr. and Mrs. George Brown and son. We missed our old friend Rusty Brown.

Sliding into Second . . . News and Views in the Eaton Fastball World

The Combines-Flyers game was a diller . . . outstanding feature was Ken Gibson's bare-handed catch on a line drive over second . . . Bob Laidlaw requires non-skid shoes on stilts since he can't make it to third base without

falling . . . no, Bob, t'would be better to hit singles, they're not so hard on the breath. . . . Dot Tarrant created a record when, in the Aces-Pats game she struck out seven batters in a row and finished the game with 14 strikeouts, and thanks to Pats, the Aces failed to get a runner around all evening.

The Imps took two close games from the Pats last week . . . much credit is due to Lorraine Aylward who pitched and battled a victory . . . Royals also took two from the Rangers last week to tighten the league and we hope the Aces will be along.

As we go to press, the league standing, up to June 14th, is as follows:

Men's Division			
	Played	Won	Lost
Elks	5	5	0
Hi-Boys	4	3	1
Combines	3	2	1
Flyers	4	2	2
Decots	4	2	2
Vikings	4	0	4
Has-Beens	4	0	4

Girls' Division			
	Played	Won	Lost
Imps	4	4	0
Pats	5	3	2
Royals	4	2	2
Rangers	4	1	3
Aces	3	0	3

* * *

The social evening held on May 27th was a huge success and much credit is due Dot Chambers, Dot Tarrant, Mary Matthews and President Tom Scott for their untiring efforts. Another social is being planned for later in the season and will be also held at the "Highwayman," so gang, keep your eyes on the time office notice boards! —Wm. Clay

Curlers Invade Golf Realm!

(Continued from Page Twenty-Five)

Mr. J. Newton (155 department) copped the fashion prize for the best golfing ensemble.

By the way, what happened to that hole-in-one Bud Horton (252) was going to have on the 4th hole. . . . Don't ever yell "fore" when Bruce Evans (345) is driving, there might be repercussions. . . . Ask Tony Evans (237) how come he starts out with a blue and red dot "Par flite" and four holes later ends up with a black and red dot "Autograph."

Anyone need coaching on putting? Jack Watt (345) is the man to see. . . . It's a debatable point with Bob Hutton whether gopher holes are natural hazards of the course when a player has to put his arm in up to the shoulder!

Guests of the occasion were Mr. Norman McDonald (mail order merchandise) and photographer Bill Gould. Norman turned in a score of 36 for himself and 37 for Bill. It seems he lost his pencil on the 2nd green and had to twist (?) his memory!

The boys' thanks go to Mr. W. Bucham for making the outing possible and our congrats to President Sid Florence and committee for a well-planned tourney. See you again next year, fellows!

Don't Look Now—But It's a Manicure . . . Vintage, 1905!



The Egg and Mr. W. Bartholomew!

With all due apologies to Betty MacDonald, we present a man to whom an egg is a sacred gift sent from heaven. A man whose dream of owning 3,000 chickens has come true. In short, 'tis Mr. William Bartholomew, first assistant of department 1751, who, after 25 years spent with the Company, has decided to retire to the comparative restfulness of a B.C. chicken ranch.

"Tis a lucky man whose hobby turns into a paying proposition, and "luck is Mr. Bartholomew's middle name!" Now, with 27 acres of chicken territory awaiting "Willie," it's with a smile of sheer joy that he looks back on his Kildonan back-yard beginnings.

A little bit of blarney sometimes found sparklin' in Mr. Bartholomew's eyes can be traced back to his Castleblarney, Irish origin! He's married, with a grown-up and married son and daughter.

Leaving on May 31st, Mr. Bartholomew was presented with a beautiful airplane clock, from the department, while his wife received a china centrepiece. A banquet was also held in his honour at Moore's on May 26th with representatives from the various departments attending. The evening was a big success, with Mr. W. Wakefield (supervisor) addressing the gathering.

We're very sorry to see you go "Willie" but we know you'll have plenty of company; and our parting message is to think of your many Eatonian friends when you rise in the wee hours of the morning to feed the yellow darlin's!

* * * *

Miss Mabel Jones Retires

After eighteen years of devoted service with the neckwear department, Miss Mabel Jones retired on May 31st with sincere good wishes from her many store friends ringing in her ears. Miss Jones, or "Jonesy" as she is better known, is aiming to spend her later years basking in Vancouver's balmy clime, and claims 'twill be a welcome change after Winnipeg's monsoons.

As a token of their affection, the department made a presentation to Miss Jones on May 28th in the grill room. The gift was a stunning gold wrist watch presented by Mr. R. B. Harding, supervisor. Also, from the girls, Miss Jones received a box of lingerie.

To a wonderful gal go all our best wishes for years and years of health and happiness!



An Eaton Junior Executive Wins Honour!

Flt. Sgt. Gerald H. Holman of Gordon Bell squadron, Royal Air Cadets, has been chosen one of the Canadian air cadet representatives to fly to Britain next month. Chosen because of outstanding service rendered their squadron and because of good records in school and community service, 46 Canadian cadets from all over the Dominion, will exchange visits with the same number of British lads. They are to be flown to England in a four-motored R.C.A.F. aircraft and will visit the continent as well as air training corps centres in England, Scotland and Wales.

Flt. Sgt. Holman is an active member of the Eaton Junior Executive, and his many friends in the store congratulate him on his achievement!



These busy milliners are getting out the Spring hat lines, 1905.

Twenty-Eight



Mr. W. Wakefield wishes Mr. Bartholomew happiness on his retirement.



"And so they were Married.."



Descriptions of Above Pictures:

Top Row, left to right: Bert Johnston (32), Ruth Watson (147), Vera Smart (252). Second row: Nora Pugh (105), Ileen Dracass (116), Della Kohnen (122A). Third row: Rose Wozney (580), Dorothy Cooper.

Descriptions of Pictures on Page Twenty-Nine:

Top Row, left to right: Ann Pichlyk (10), Irene Edwards (167), Winnie McGregor (101). Second row: Doreen Sanderson (44), Dorothy Wagner (37), Sayde Dewick (15). Third row: Margaret Finlayson (1751), Nell Smorten (36), Geraldine Thauberger (147). Fourth row: Hebbly Hanselman (101), Hazel Briscoe (205), Doris Bepalko (1764). Fifth row: Bernie Gustafson (122B), Betty Walmsley (174).



BABY DUMPLIN'S

Top Row, left to right—Bundled up against the cold, but giving us a big grin is **Douglas Sanderson**, son of Mr. D. Sanderson, general office. Isn't she the darling? . . . This little Dutch lass, named **Carol Jantina**, is the daughter of Mr. Bob Ellebeck, men's clothing. Carol's mother is one of Canada's Dutch war brides. This little tyke's name is **Kenneth**, and he is the 11-months-old son of Mr. R. Sargeant (1751). **Lola Hayman**, posing prettily for us, is the granddaughter of Mr. Frank Hayman (15).

Second Row—A boy and his dog . . . **Billy** is the son of Mr. Roy Sotham (city advertising). Giving us a big smile is **Gerry Miller**, son of Mr. T. Miller (city advertising). This cute little gal is the daughter of Mr. Wilson. Wistful **Robert C. Sizeland** is the son of Mr. A. Sizeland (general office).

Third Row—**Mary Anne** is the 5-months-old daughter of Mr. E. G. Keenan (272 department). **Beverly Jean Bostock**, little daughter of Mr. W. G. Bostock (116 department). Pappa made a joke! Mr. Miller (city advertising) is justly proud of this tyke!

Lower Row—**Carol Ann** is the dimpled daughter of Mr. Cranston (15 department). Little **Jackie Fleming's** father works in 15 department, and is he proud of his little son! **James Ryan Carson, Jr.**, is giving the camera the big eye, while to the right is a boyhood snap of his pop, **James Ryan Carson, Sr.**



BASEMENT STORE



Multi-million pin points of colour were ablaze in the foodateria from no less than two twinkling new diamonds. Joyce Warren is one of the lucky gals. She received her ring on May 23rd from her one and only, Ed Fingland.

Violet Binnie is the other June bride. Engaged on May 3rd to Phil Northwood, her wedding was solemnized on June 28th in St. Matthew's Church. All our best to you!

The reason why Anne MacKinnon (foodateria) has that excited look in her eyes is because she's expecting a handsome surprise from Australia to walk in any minute. Yes, her hubby-to-be will soon be here to assist in summer wedding plans!

Best wishes to Beth Lindsay (379 department), who is recuperating from an emergency appendectomy operation.

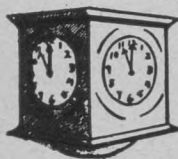
Mr. J. Foubister, head of department foodateria, is down at Lake of the Woods for his vacation. We hear that he will be doing his wee spot of fishing as usual, so here's to happy fishin'!

Joe Moore's smiling face can be seen in 379 department again, after a restful (?) week's vacation.

GEE-We hated to hear You're Sick



MAIN FLOOR



The hosiery department wishes Mr. Tom McQuade all the luck in the world in his new job. When leaving on May 31st, Tom was the recipient of a fitted utility case from the department.

Stork Club Scores Triumph!

The McQuade family is pretty excited, and no wonder for there's a little newcomer in the family. A baby girl was born to Mr. and Mrs. Tom McQuade on May 25th. The hosiery gang were so happy about the event that they presented Tom with a combination high chair and playpen, Mr. C. A. Campbell (supervisor) doing the honours.

Thirty-Two



Tom McQuade is congratulated by Mr. C. A. Campbell.

* * *

WORKMAN-PULLAR

The handsome groom is Mr. Eddie Workman (men's clothing) who was recently married to Marge Pullar of the cash office. Eddie received a beautiful tea wagon from his department as a remembrance of the occasion.

Our best wishes go to this happy Eatonian couple.



* * *

SECOND FLOOR

Our sincerest sympathy to Mr. E. P. Graydon (staples) on the death of his beloved wife, Margaret Christina; who passed away on Saturday, May 24th. Mrs. Graydon is survived by her husband Edward, a daughter, Maureen, and a son, Charles.



Wedding Bells for Grace Johnson

After nine years with the dress goods department, Grace Johnson has decided in favour of wedded bliss. The lucky man is Norman Edwards and the date of the wedding was June 26th at Sparling United Church.

(See Picture on Brides' Page)

Leaving on the 14th, Grace received a set of stainless steel copper-bottomed pans and a set of pyrex ware from the department.

A shower was held by the girls on June 13th at the home of Marge Milton. Shirley Haydon acted as co-hostess. Highlight of the evening was the making of a bride's book with original contributions from all the gals!

The yard goods department bade a "fond farewell" to Mr. Phil Odell who left on May 26th to join the Moose Jaw store. Mr. L. Vincent, supervisor, made the presentation of a traveling case to Mr. Odell on behalf of the department. Very sorry to see you go, Phil, but best of luck to ye!

Miss Alice Nys (203 office) is having herself a holiday in California. We hope she's having all the fun she anticipated and that for our sake the Hollywood scouts don't catch up with her smile!

Glad to see Miss Isobel Stewart (203 department) back after a lengthy illness.

Walter Ritchie Weds

The time office staff lost their last bachelor when Walter Ritchie took Miss Denise Ruppell as his bride on June 6th in St. Patrick's Church. The white wedding was solemnized at 6:30 p.m. and the couple went to Minneapolis for their honeymoon.

Mr. Garnett Griffith on behalf of the "old" married men of the time office, presented Walter with a walnut coffee table in the Queen Anne design.

Mr. Ritchie, on his return, will become a member of 267 department.

* * *

THIRD FLOOR



Excited whisperings, suggestive rustlings of tissue paper and showers of confetti have been reigning in the D.A. office with three lucky girls stepping out upon the broad matrimonial highway.

On May 28th, Grace Belveridge left the office to exchange her wedding vows with Bill Avery at Holy Trinity Church on the 31st. Before leaving, however, Grace received a lovely torchiere lamp from the department, Mr. W. J. Thomson, head of department, doing the honours. A handsome case of silverware for the new home was given her by the staff.

June 11th was the day for Edna Whitehead's departure. She became the bride of Jack Horton on June 21st. Her gift from the department was a tri-light lamp; and from the staff, a case of silver in the beautifully inscribed Gardenia pattern.

Becoming the bride of Louis Jaegar on June 21st, Lilian Dentry was the recipient of a gift of bedding from the D.A. department.

"Your dreams of the past have all come true, Your future is now up to you!"

The stork has been very generous with the sporting goods department this month with two new bundles of joy delighting proud pappas!

On May 23rd, a baby girl, Vicki, weighing six pounds two ounces, was born at the Concordia Hospital to Mr. and Mrs. H. Gilbert. The whole family is doing fine!

Mr. R. A. Mellin welcomed the arrival of a baby girl, Patricia Ann, born on June 15th at Grace Hospital.

Mr. Tom Bradley, a member of the Eaton Riding Club executive, was elected to the Junior Section of the Winnipeg Horsemen's Club at the meeting held in the Free Press Board Room on June 16th. Congratulations, Tom!

FOURTH FLOOR

Mildred Holland (women's suits) is down at the coast taking in that remarkable sea air.

* * *

SIXTH FLOOR

GENERAL OFFICE NEWS

By Muriel Purdie

A lovely wedding was solemnized on May 24th at 3 p.m. in Deer Lodge United Church, uniting in marriage Doreen Evelyn Workman (general office) and Robert A. Davison, of Transcona. The Rev. F. Basker officiated. The radiant bride wore a dress of pale blue crepe and a pink hat. She carried a bouquet of pink roses, and was attended by Miss Grace Barnett (general office). A reception was later held in the Sturgeon Creek community hall. Mr. and Mrs. Davison will reside in West Transcona.

Hebby Hanselman Becomes Mrs.!

(See Picture on Brides' Page)

A dinner was held by the girls of the staff on May 19th in the Rose Room of the Y.W.C.A. to honor Hedwig (Hebby) Hanselman, a bride-elect. Covers were laid for 16. The guest of honor was the recipient of a torchiere and a toaster.

When Hebby left the office on May 23rd she was presented with a corsage, mirror, casserole and, for luck, a cup and saucer. Her desk was tastefully decorated with a miniature bride and bridegroom and all the wedding trimmings.

Hebby was married on June 7th to Harold Franklin Ingram in St. Mary's rectory. The Rev. Father Linscott performed the double ring ceremony. The bride wore a blue crepe frock with a matching hat. Her corsage was of Johanna Hill roses and narcissi. A reception was held at the Empire Chateau, after which Mr. and Mrs. Ingram left on a wedding trip to eastern Canada. They will make their home in Winnipeg.

Winnie McGregor Becomes Bride!

(See Picture on Brides' Page)

Winnie McGregor, another bride-elect, was presented with a corsage of yellow Tea roses and mauve sweet peas upon leaving the office on May 31st. Her gifts from the staff were a white chenille bedspread and other bedding and linens.

Winnie McGregor's marriage to Jack Miller was solemnized on June 7th at 7.30 in McDermot Baptist Church. The bride wore a gown of white satin and was attended by two bridesmaids. A reception was held at Moore's, after which Mr. and Mrs. Miller left on a wedding trip to Kenora, Ont. They will reside in Fort Garry, Man. Best of luck to the happy couple!

On our sick list are Miss Rose Cartie, Mr. Bill Powers, Mr. Forbes Grassick, Mr. Jack Thompson, Misses Jean McLaughlan and June Sigurdson. A speedy recovery for you all!

Sincere sympathy is extended to Florence Moody, whose beloved mother passed away recently.

Ruby Loader left the store on June 14th. She was the recipient of a vial of Chanel cologne upon her departure. Good luck, Ruby!

Doreen Hodgson left the office on June 7th to join the blissfully wedded ranks. Her desk was appropriately decorated and she was presented with gifts of blankets and linens from the gang. A dinner was held on Friday, June 6th, at the Homestead in Doreen's honor. Covers were laid for twelve, with the guest of honor receiving a corsage and a gift of linens.

* * *

SEVENTH FLOOR



Born to Mr. and Mrs. W. Ralph Sword (budget plan office) at the General Hospital, Thursday, June 19th, a bonny baby boy, who tipped the scales at 8 lbs. 9 ozs. We understand that the pride of the parents was almost outshone by that of Grandparents Mr. and Mrs. W. Gould, Mrs. Sword being their daughter, Margaret. (And here we were wondering why Bill was all excited when helping us get the golf pictures the other day!) Sincere congratulations to all these happy people!

* * *

EIGHTH FLOOR



Elsie Rosin (ticket writing) became an aunt on June 16th. Her little nephew, seven pounds and eight ounces of cuteness, was born to Mr. and Mrs. H. Rosin. Both mother and son are doing fine!

Mrs. Alan Mellis, formerly Lenore Vassie of the city advertising, has a baby daughter born on June 17th. It's reported that the little tyke takes after its mother and will have flaming red hair!

Degree Conferred on Daughter of Eatonian

At the recent convocation of the University of Toronto, the degree of bachelor of library science was conferred on Miss Betty Kinnear (ticket writing). Miss Kinnear will resume her work on the library staff of United College early this fall.

The budget plan gals have a picnic. They look like they're enjoying themselves.



Seen and Heard in the Mail Order

(Also on Pages Thirty-Six to Thirty-Eight)

*

FIFTH FLOOR

By Mina Doolan

Department 60: Honouring Miss Catherine Dewar, a bride-elect of late June, a luncheon was held in the grill room on June 12th by a number of former associates of the radio and music department. Mr. P. J. McRae made a presentation of a waffle iron to Kay on behalf of those present.

(See Picture on Brides' Page)

*

SIXTH FLOOR

By W. Johnston and J. Leighton

Department 29: Last month, our Dora—Mrs. Nicholson to you—decided to forsake typewriter and comptometer for stove and skillet and the home life. With her man home now, she finds figuring scales and supper for two don't mix, and intends to give full time to her household duties. Mr. J. E. Dolan paid tribute to her capability, and voiced the appreciation of the Company in presenting an electric kettle on behalf of the staff of 29 department.

We also take this opportunity to extend a hearty welcome to Miss Betty McBean, a newcomer to 29 department.

*

SEVENTH FLOOR

By R. Chatfield

The gang of 9 department had a gala afternoon at City Park on June 15th with a good turnout and the weather behaving perfectly. Teams were soon picked and a ball game got under way. Incidentally, the names of the teams were Huskers and the Rusties. Although the Huskers had an extra man, at no time were the Rusties in difficulty.

We might add that Mr. L. Hawksley, captain of the Huskers was yanked from the pitcher's box, but it made no difference as Miss M. Sim soon crippled the back catcher, Ethel MacLachlan, with her fast pitching. The ball game finally ended with the Rusties trouncing their opponents.

The department then had lunch, after which Miss Hantscharuk put on a demonstration of "How to Reduce on a Bicycle."

Pictures were then taken and we called it a day. We will say, though, most had aches and pains Monday morning, but they all managed to navigate to work, even Miss E. MacLachlan. We would like to take this opportunity to thank Miss M. Waldie for the grand time had by all. How about another picnic soon, Marion.



Thirty-Four

EIGHTH FLOOR

MAIL ORDER CASH CAGE

Could that proud look Mr. MacNeil is wearing these days be caused by his newly acquired grandson? Congratulations, grandfather!

Mrs. Mary Owen was greatly honored by the Order of the Eastern Star by being chosen grand secretary for Manitoba. On her departure to take up the new position she was presented with a Parker pen from the department. Good luck, Mary!

Who was it who fell over the water pipes at the fourth hole of the Elmhurst golf course on the men's field day?

*

NINTH FLOOR

Thursday, June 19th, was picnic time for 22 and 24 departments, when the entire staff journeyed to cool City Park to enjoy an outdoor supper. In the evening the highlight was baseball. Mr. S. H. Williams (department supervisor) hurled a wicked ball for the losers, while head of department Mr. J. W. Aker, hurled his "dark ones," to squeeze out a win for his "bat-ting" nine. Some of those girls may be petit, but they certainly pack a wallop! Result—one broken bat!

As we go to press, we received the news of the passing of Jean Cole's mother. We offer our sincere sympathy.

*

DRAPERY WORKROOM

Heartfelt sympathy is extended to Mrs. A. Pearson in the recent loss of her sister.

Congratulations to Don Campbell who is the proud father of a baby boy. Mrs. Campbell was Miss O. James, also of this department.

*



These two bathing beauties from 61 department will kiss any girl who can guess their names. Come on, girls, don't be bashful!

SIXTH FLOOR

Mail order staples announces the recent marriage during the last month of two of their staff members, namely Miss Marcella Prentice and Miss Nell Smorten.

Kitchenware was presented to the two brides at a very successful double shower at the home of Miss Elizabeth Sim, on May 30th.

As a farewell gift, Mr. Egerton on behalf of the department, gave Miss Prentice a pair of white wool blankets and to Miss Smorten a handsome mirror.

A pretty wedding took place on June 17th at First Presbyterian Church when Marcella and Harold East were married. Following the service a reception was held at Peggy's Pantry.

Riverview United Church was the setting on June 25th for the wedding of Nell and Harry Macauley. Nell's three sisters attended her and the bride was a picture in traditional white. Mr. and Mrs. Macauley left for a honeymoon trip to Jasper and the West coast.

We have received word that Mr. and Mrs. T. H. Hancock have arrived in Manchester after a very pleasant voyage, and we all wish them an enjoyable visit in England.

Welcome back, Mr. Jack Swann (mail order staples) after several months of illness. It is certainly grand to see you again, Jack.

Holiday season is here again, and Miss Ruby Gibb sends us word from the West coast that her trip has been more wonderful than she ever dreamed!

*

Greeting Card Section Head
Leaves To Be Married

Miss Hazel Briscoe, the dainty little Miss of the greeting card section, left to be married on May 23rd. Hazel's cheerful smile and courteous services will be greatly missed by all!

As a parting gift, the staff presented Miss Briscoe with a handsome trillite lamp, while the department presented her with a pair of woolen blankets. A shower gift of a linen tablecloth with matching napkins also went Hazel's way.

Hazel was married on June 6th . . . her husband was one of the courageous band of Hong Kong veterans. We all join in wishing them both a heap of success.



"Nothing, thanks. I'm with him."



By C. Einarson, M. Orminiski and T. Scott



The girls of 37 and 39 put on a double feature this month. Yes siree, it was a "two-in-one" shower held at the home of Mrs. Jessie Wallace on Monday, May 12th, in honour of two brides-elect from this department. Both of the gals received lovely corsages and both of them shared the honour of cutting the beautifully decorated cake.

The girls' names? Why yes... Miss Florence Armstrong who was presented with a set of red and white kitchenware, and Miss Dorothy Wagner who received an iron and set of pyrex ware.

Miss Armstrong was also presented with a pair of wool blankets upon leaving the department. Her marriage to Mr. George Forgie was an event of May 27th.

Miss Wagner, whose marriage to Mr. Norman Bennett took place on June 7th at St. James Anglican Church, received from the department a table lamp and sandwich toaster.

Our best wishes to both of these couples.

Iris Owens (122 department) is wearing a sparkling diamond on that particular finger, given her by Eugene Farmer. When's the happy day, Iris?

Olive Costello (122 department) is also dazzling the gals with an engagement ring. The lucky boy is Richard Johnston.

Steffie Ilchene (122 department) walked in the other morning with a beautiful diamond on her finger. The future partner is Ben Krasnowski.

Bernice Gustafson left 122 department on May 24th to be married to Oliver Skramstam. Before leaving to make her new home at Fargo, N.D., Bernice was presented with linen from the department.

(See Picture on Brides' Page)

On May 31st, Adeline Charney left 122 department to exchange vows with Walter Bankoski. A lovely silver cake plate was presented to her on leaving the department.

Leaving 122 department on May 31st, Thelma Wilson became the wife of Robert Major on June 5th. The girls presented her with a Silex.

An electric iron was the gift presented to Marjorie Costin by 122 department on leaving June 6th to be married. The lucky fellow is Cod Scalena. The girls and boys presented Marjorie with a lovely sandwich toaster and a silver relish dish.

Thirty-Six

Della Kohnen left 122 department on June 7th to be married to Ray Lavallee. To celebrate the occasion, the girls presented her with beautiful bedroom lamps, while the department gave her a clothes hamper. Good luck, Della.

On May 31st, Mary Magus left 113 department to become a bride. The girls presented Mary with bedroom lamps, while the department gave her blankets.

Lee Giroud of 113 department, left on May 24th to be married in Vancouver. A sandwich toaster was presented to her by the girls as a parting gift!

Margaret Harris left 113 department on May 24th to be married to Jack Jones of the paint shop. On leaving, Margaret was presented with a smoking stand and an electric iron. Margaret and Jack were married on May 29th, at St. Stephen's Church, at 7 o'clock. The couple went to Kenora for their honeymoon. Best of luck to you both!

We are all happy to hear that the operation performed on Bob McEachern's son was a success and send best wishes for a speedy recovery.

Best wishes for a speedy return for George Shakeshaft who had a spill and damaged his elbow while taking his first bicycle lesson. Beginner's luck!

Welcome back to Eva Lunney who has just returned from her quarter century holiday and is looking very fit. Among other ports of call Eva spent some time in New York, where, by her own admission to this reporter, she painted the town red. Eva, how could you?

Condolences to Harry Briggs whose wife passed away Friday, June 13th, after a lengthy illness.

* * *

On May 23rd to Mr. and Mrs. Sam McMaster, was born a daughter. Daddy Sam, mail order dress goods, says the little stranger tipped the scales at 6½ lbs. Her name is Catherine Elizabeth, a sister for five-year-old Maureen.



Mrs. Peggy Scott, formerly department 33, also had a daughter in June, named Bonnie Irene.

Another recruit from the dress goods for the lifelong army of happiness is Nell Mandzuk, who is sporting a lovely diamond on the finger that counts. Nell received the registered package from Carl Mader, of Boston, Mass.

Sorry to report the absence of Miss Darby McDowell, who has been away several weeks due to illness. We hope Darby will back with us by the time this goes to press.

A most enjoyable picnic was held out at Kildonan Park on June 14th, when some 40 members of the department turned out for an afternoon of fun and frolic. It was a grand day, and the races, baseball and eats were tops. Let's do it again sometime, gang!

* * *

By J. Johnston and G. Murray



Ann Picklyk left department 10 on May 31st to become a bride in the latter part of June. She was presented with a pair of blankets from the staff as a farewell gift. Ann and her husband, Art Braaten, will reside in Prince Albert.

(See Picture on Brides' Page)

Kay Dewar bade farewell to the department on Saturday, June 7th, to become the bride of Jimmy Graham in St. John's United Church, June 28th. She received a comforter and aluminum wear as a gift from the department.

Best wishes, Kay.

Isabel Ross is all smiles these days. I wonder why?

Ann Stefanko and Pat Kelly have added a lot of sparkle to the department recently.

Must be those engagement rings they've been flashing!

Rose Palmer has arrived back from her recent holiday in Jacksonville, Florida, and is sporting a healthy coat of tan. Glad to see you back, Rose, even with that enviable tan!

Word has been received in the department from Naureen Black, who is having a wonderful time visiting relatives in Belfast, Ireland.

June 7th was a big event in 44 and 48 departments, the reason being that Doreen Sanderson, our "pin-up girl," left to be married. Allan Wright of the C.N.R. is the lucky gent.

(See Picture on Brides' Page)

We are sorry to see Doreen leave, but happy to know that she will be very happy in her married life. We wish the young couple every success in their venture. The date of the wedding was June 14th at Holy Trinity Church.

Mr. J. W. MacKenzie, head of department, presented Doreen with a lovely satin spread and a pair of pillow slips on behalf of the staff. The girls arranged a shower of kitchen gadgets which no doubt Doreen will figure out how to use. So, all the best kids, and come up and see us sometime!

* * *

By D. Baldson and R. Soutter



Irene Edwards was the recipient of many lovely gifts when she left to be married on May 31st to Mr. George Heggie. The wedding took place in St. Vital on June 7th. Best wishes to you both.

Another member of our department who left to be married was Marie

Karpic who left on June 7th. Marie received a lovely pair of blankets and other miscellaneous gifts.

Frank Arnold of department 159, left on May 31st to reside in Victoria, B.C. He was presented with a gift from the department. Good luck, Frank.

Irene Lucht of department 167, also left for the west coast. She was presented with a gift from the girls.

Cupid has called around again and we see Lea Angelone and Eileen Kamins flashing diamonds on that important finger. We expect big doings soon! How about it, girls?

By H. Roome and M. Drysdale

Welcome to Bob Watts, who has just recently arrived from Aberdeen, Scotland. He is now a member of 118A staff.

We were sorry to see Clarice Bell leave 118 department. However, we all wish her every success in her new position with department 15.

Miss Doris Bespalko of the photographic workroom, left the department to be married on May 31st. Since Doris is going to make her home in the country, the boys and girls from the department presented her with an aladdin lamp. Here's wishing her the best of luck and many good wishes.

Margaret Dickie left department 116 on June 14th to become the loving wife of Mervin Hutchison at a pretty wedding held on June 27th. As a token of affection, the department presented her with a dinner set.

Roberta Gaetz left on June 14th to marry Lester Fry on the 21st. The gift from the department was a mirror!

We welcome Jean Seaman back after a two-months' sick leave.

Glad to hear that Florence Whyard is improving in health. Also Elsie Course who has recently undergone an appendectomy.

Elsie Mack and Eileen Stevens are showing lovely engagement rings.

* * *

By W. Quayle and D. Dee

On Tuesday, June 2nd, department 28 honoured three of its staff: Arthur Daw, Fred Game and Bill Seal, each of them having completed 35 years' service with the Company in April, May and June, respectively, of this year. Forty-nine persons sat down to a really grand turkey dinner in Moore's dining room.

The proceedings, under the able chairmanship of Mr. L. Cleve, were most enjoyable. To Mr. J. Orr must go the credit of organizing the affair, and to Messrs. Firth and Laidlaw the thanks of everyone for their excellent musical entertainment.

Also a vote of thanks from all to Miss N. Freeman, who designed the "vitamin corsages" presented to the honored guests; and to Mr. W. Quayle for his artistic drawings.

This was a red letter day for 28 department, and while we may not have the opportunity again of a "three-man 35-year celebration," the hope was expressed by all that we may have more and more such enjoyable evenings in the near future. And so say all of us!

"A Coincidence"

We have a lot of "game" in 28 department: "Fred," for instance, Quayle, Wm.; Partridge, Louis; Daw, Arthur; also a trained Seal, W. J.

Sweet Stuff From the Candy Factory

By N. Joyce

On our sick list this month is Vera Norrington who is recuperating from a recent operation. Hope to have you back with us soon, Vera.

Adieus were said to Mrs. Minnie Hall, who retired from the department after 21 years of service. A group of co-workers held a breakfast in the grill room on May 31st, in her honor. Best wishes for the future.

The department combined a farewell party for Mrs. Hall and a wedding presentation to Allen McFadzean on May 21st, at the West Kildonan Curling Club. Old and new members of the department turned out to wish Mrs. Hall "all the best" on her retirement, and a presentation of a travelling bag was made to Mrs. Hall by Mr. Hinch on behalf of the department. Mr. Woodhouse (214) also said a few words on behalf of Mr. Screaton (214) who was away at the time.

Mr. Hinch presented Allen McFadzean and his bride-to-be with a gift of linen. To both Mrs. Hall and Allen we wish the best of luck.

Allen McFadzean's marriage to Ruth Buckborough took place May 31st, at Knox United with the reception at the Marlborough Hotel.

The only sad fact about the party on May 21st was that Vera Norrington, who had worked so hard to make the party a complete success, was unable to attend. We were as sorry as you were, Vera!

George Martens, dropped into the department to say "hello" to the gang. Nice to see you, George.

By N. Robson

A pretty wedding was solemnized at St. Alban's Anglican Church on June 14th when Sayde Dewick, department 15, took "the big step" from "Miss" to "Mrs." The lucky man is Robert McEwan.

(See Picture on Brides' Page)

Before leaving the department on June 7th, Sayde received a rug from the department and a bed throw from the girls, along with other personal gifts from friends in the store and mail order. Best of luck and good wishes, Sayde and Bob.

Here goes another bride from department 15. Joyce Engels also chose June 14th for her "big day," when she was united in marriage to Bernard Friesen. The gay little bride-to-be left the department with a flock of good wishes from her co-workers.

She received an electric toaster from the staff and a bed throw from the girls. All the best to you both, Joyce and Ben.

By M. Scott

The gang of department 1 journeyed right from work on June 12th to the City Park for a wonderful department picnic. The weather was ideal, and after a tasty bite to eat, three races were run off.

Thirty-Eight

Olga Shulinsky and Arnold Ulrich came first in the three-legged race, with Bernice Smith taking first in the shoe race. Olive Budd was first in the women's race (18 years or over). Our thanks to Mr. J. G. Johnson for the prizes.

Then baseball time came, with Arnold's team winning by one run. Final score was 31-30. Some count!

Just two minor accidents were reported. Jeannie Duncan sprained her foot at first base and, as for Mr. Johnson, all we can say is that he will be prepared with surplus needles, thread or safety pins on future outings.

Everyone had a good time as proved by the beam on everyone's face the next morning.

PRINTING PLANT PATTTER

By M. Hoffman

Congratulations to James Anderson who celebrated his quarter century June 10th. He is hoping to spend his holidays on the west coast.

Arthur Farrow and Mrs. Farrow are spending a month's vacation at Kenora. Hope they enjoy fine weather.

Several of the men are playing in the golf tournament-but it is too early to know the results. Last year Jim Anderson won the H. M. Tucker Trophy. Here's hoping for this year.

On the sick list are Ada Bannister and Jack Comer.

Archie Ferguson enjoyed a visit to Minneapolis with the Craftsmen recently.

We had a visit from Mr. Hook who is at present living in New Jersey. He said: "Except for the weather, Winnipeg is as good a place to live as any."

Mrs. Loban also paid us a visit.



Oval:
Roberta Gaetz (116).
Right:
Margaret Dickie (116).
Two lovely brides.

FROM THE MOUTHS OF BABES

Johnnie was four. Willie was the baby. Mother wanted to give Willie the last banana. As a clinching argument she said, "Think how many bananas you had before baby was born."

"Yes, but think how many he will have after I am dead."

SCRAPS FROM THE EGG ROOM

**Margaret Finlayson Weds**

(See Picture on Brides' Page)

The gang of the egg room sent Margaret Finlayson to tread the aisle to wedded bliss amidst a multitude of best wishes. Mr. Bert Johnston (mail order boys' furnishings) is the lucky groom; the wedding being held on June 4th at the John Black Memorial Church.

On the date of Margaret's departure, June 23rd, excited co-workers presented her with a lovely table lamp to shed an added glow on this new Eatonian couple's wedded bliss.

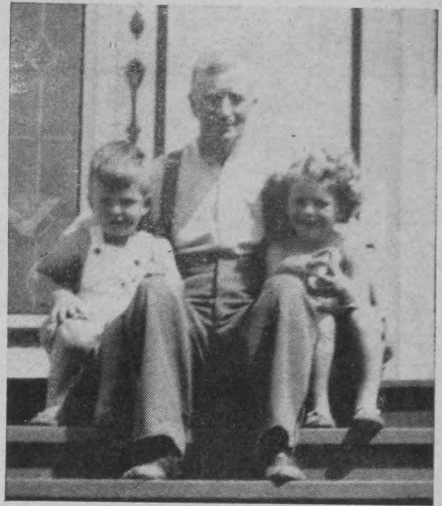
The staff of the egg room is happy to welcome Mr. John Bartholomew as first assistant, after the recent retirement of Mr. W. G. Bartholomew. John is the nephew of Mr. Bartholomew, and has been with the Company for 23 years.

* * *

**FRANK LOWTHER WEDS DUTCH SWEETHEART**

The wedding of Mr. Frank Lowther, carpenter shop, to Miss Cathrina Remmerswaal, of The Hague, Holland, took place on May 24th at Holy Trinity Church. Frank met his bride while overseas, just after Holland had been liberated. 'Twas love at first sight and in April Cathrina arrived in Winnipeg to become Frank's bride.

The department presented the couple with a gift of bedding.



Fred Goulty, recently retired from 151 department, poses with his two little grandchildren. Fred is now enjoying the balmy clime of Vancouver.

DAUPHIN ROUND-UP

Messrs. G. M. Eaton, T. M. Elliott and H. A. Steele of Winnipeg, and Mr. T. Thorpe of Montreal store, paid the Dauphin branch a short visit on May 16th. The party was flown in Mr. G. M. Eaton's private plane by veteran pilot Bob Andrew.

On Monday, June 2nd, Dauphin celebrated the inauguration of its first flying service to Winnipeg, bringing this thriving community a step nearer to Manitoba's capital.

The display windows of Dauphin branch store have taken a new lease on life since the arrival of Bill Pearce, window dresser of many years' experience in the Winnipeg store. Bill arrived last month and wants to know why someone hadn't told him about this place before—We hope he'll be with us for a long time.

Sam Frederickson, formerly of children's shoes, Winnipeg store, recently handed out the cigars around the store and town. Yep! He's the proud (and we do mean "proud") papa of a seven and one-half-pound boy. Mrs. Frederickson, nee Betty Williamson, formerly head cashier of Dauphin branch, and baby John Douglas are both doing fine.

On Thursday, May 29th, at exactly two o'clock, a convoy of cars pulled away from the store and headed up the hill to picturesque Clear Lake, forty miles away. Yes! it was the Eaton "boys" out for the afternoon, with Doug Brekke and Bob Houston as guests of honour—celebrating their joint ventures into matrimony. After a round of somewhat doubtful golf (glad we were not playing Brandon for the "mug"), Mr. Heath was our cordial host at his lake cottage, where everyone dropped a notch in their belts, ate with gay abandon and remained until the last morsel was eaten. Following a merry sing-song, the convoy headed for home and everyone agreed that it surely was the end—of a perfect day.

—A.J.

CONTACTS

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No. 6

Editor: W. E. C. HURLBURT
City Advertising



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The following are recently received letters of
appreciation for activities of Eaton organiza-
tions:

Veterans' Home, Academy Road,
Dear Mr. Craik: May 29th, 1947.

On behalf of the patients and staff of the
Veterans' Home, will you kindly convey to all
those concerned, sincere thanks for their gen-
erous and useful donation.

Everything has been put into immediate use
except a few decks of cards which we like to
keep in reserve for emergency use.

We appreciate very much the interest taken
by your group in our boys, especially your
taking the time to make a personal call.

We do think the patients here have a very
comfortable home, but it gives them a great
"uplift" to have a group of citizens such as
yourselves see them in their own surroundings.

Yours most sincerely,

(Miss) I. M. Barton, Matron.

Hearts, like doors, will open with ease
To very, very little keys;
And don't forget that two of these
Are "I thank you" and "If you please."

—Nursery Rhyme

Forty

Deer Lodge Hospital,
Dear Mr. Hurlburt: June 5th, 1947.

Will you please convey the thanks and
appreciation of the patients of Deer Lodge Hos-
pital to the Eaton managers' committee, who
came to the hospital recently and presented the
lovely radios, cribbage boards and cards. I
assure you that many hours of enjoyment will
be obtained by the patients from these gifts
that your committee have so kindly made.

Yours very sincerely,

G. C. Anderson, Hospital Manager.

* * *

Provincial Headquarters,
Dear Mr. Pinfold: June 14th, 1947.

**Re Donation from the staff and
Management of The T. Eaton Co. Limited.**

The Executive Committee of the Canadian
Relief to Greece Appeal wish to acknowledge
the above very generous donation to this Cam-
paign with deep appreciation.

It gives a Committee, in work of this kind,
a deep sense of satisfaction to know we can
depend on The T. Eaton Company to give us
their usual co-operation with dispatch, kindness
and courtesy. Please express our sincere
thanks to the various departments who partici-
pated in this subscription to a worthy cause.

Yours sincerely,

H. A. Manos, Executive Secretary.

"JOURNEY'S END"

We extend our deepest sympathy to the following Eatonians who have recently lost someone dear to them:

Yet is not death the great adventure still,
And is it all loss to set ship clean anew,
When heart is young and life an eagle poised?

In the Loss of a Father

Miss M. Antill (beds).
Miss A. Zyruka
(wages office).
Mr. L. Murray (stoves).
Miss E. Bowen-Evans
(stationery).
Miss E. Wainwright
(elevators).
Mrs. A. Kelly
(service meats).
Mr. R. Sotham
(city advertising).

In the Loss of a Mother

Mrs. Wilson
(employees' cafeteria).
Mr. S. Comba (stoves).
Miss J. Clarke
(mail order lingerie).
Miss C. Gudmundson
(photographic).
Miss F. Moody
(general office).
Mr. P. Cook
(mail order claims).
Mr. A. Cook
(mail order pictures).

In the Loss of a Brother

Miss M. Hatherly
(mail order enquiry).
Mr. E. Hawkins (drugs).
Miss A. Hatherly
(mail order enquiry).
Mrs. E. Pearson
(mail order correspond.).

In the Loss of a Sister

Mrs. A. Pearson
(drapery workroom).
Miss C. Coumont
(mail order salesroom).
Miss S. Cameron
(sales office).

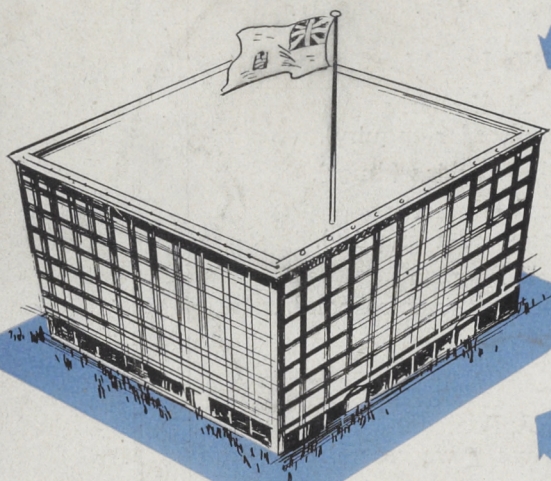
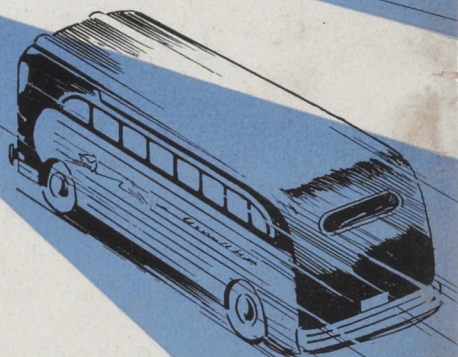
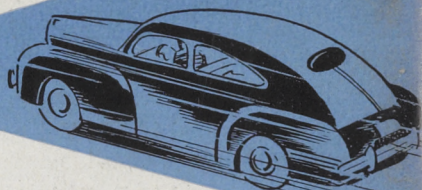
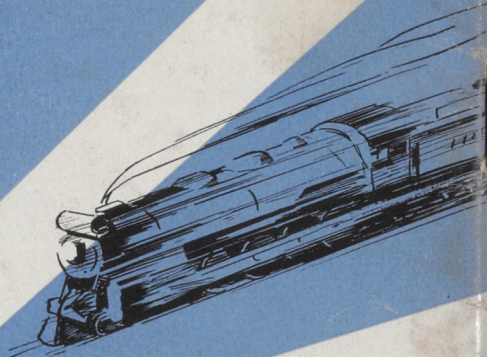
In the Loss of Her Husband

Mrs. Hatherly (jewelry).
Mrs. F. Merriman
(mail order copying).

In the Loss of His Wife

Mr. H. Briggs
(freight shipping).
Mr. E. P. Graydon (staples).

Summer Time Anytime - is Tourist Time at EATON'S



First Impressions Are Lasting . . .

Let us greet our visitors with a welcoming smile and a friendly helping hand. Let us be alert—ready to answer questions about Winnipeg with its places of interest—about EATON'S store geography and various tourist services.

In short, let us be perfect hosts and hostesses!

THE **T. EATON CO.** LIMITED
WINNIPEG CANADA